# Persona Template

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| Name: Nick Cormier  |  | | --- | | https://www.jdirving.com/uploadedImages/Newsroom/Newsroom_Content/Nick%20Cormier.jpg |   Tagline: **Handy-man and DIYer** | Demographic Information Age: **29**  Place of residence: **Downtown Portland apartment**  Gender: **Male**  Occupation: **Electrical Engineer**  Marital/Family status: **Married, no children**  Internet Competency: **Excellent** |

Narrative:

**Nick lives and works Downtown with his wife, Amy. Neither of them owns a car, so they do most of their shopping, dining, and entertainment in the Downtown area. Nick loves to tinker with electronics in his free time and also plays the guitar. He and his wife are trying to save up money to buy their own house.**

The main reason this person will use your web site:

**Both Nick and Amy are vegetarians, so they like to check the menu options of a restaurant or food cart before they go.**

Any secondary reasons this person will use your web site:

**Hours and location information.**

Devices used by the end user (phone/tablet/etc):

**Desktop, tablet, and phone. Most of Nick’s internet use is done on his tablet.**

Social media sites/online services used by the end user:

**Facebook to keep in touch with old friends, and occasionally Pinterest for project inspiration.**