



PERSONAS



MICAH, IT COORDINATOR +

BACKGROUND

- **IT Coordinator, Health and Safety Coordinator**
- **Also responsible for other tasks such as human resources and purchasing**
- **Studied Computers at Minnesota West Community and Technical Collage**

DEMOGRAPHICS

- **Lives in Mountain Lake, MN**
- **Married, three children**
- **45 years old**

IDENTIFIERS

- **Decision maker**
- **Hands on**
- **Likes to Golf**





MIKE, CREW MEMBER +

BACKGROUND

- **Crew Member, IT Assistant in winter months**
- **Associates in Graphics Design from Minnesota West**
- **Learning about web technologies in spare time**

DEMOGRAPHICS

- **Lives in Windom, Minnesota**
- **Married, two children**
- **34 years old**

IDENTIFIERS

- **Rather work in the office**
- **Thinking about pursuing degree in Computer Science**



KAREN, OFFICE ASSISTANT

BACKGROUND

- Responsible for payroll, social media, filing
- Associates Degree in Office Administration

DEMOGRAPHICS

- Lives in Mountain Lake, MN
- Single
- 53 years old

IDENTIFIERS

- Doesn't understand web technologies
- Likes Karaoke

