Sarah Nguyen's persona | PersonaGenerator

Sarah Nguyen

Age: 19–23

Residence: Columbia, SC

Education: Undergraduate student, sophomore

Occupation: Student worker in the library

Marital Status: Single

Sarah is a detail-oriented student who often studies at the library or outdoor spaces between classes. She relies heavily on campus WiFi to access digital textbooks, online study guides, and cloud storage for group projects.

Comfort With Technology

INTERNET — High
SOFTWARE — Medium
MOBILE APPS — High
SOCIAL NETWORK — Medium

Criteria for Success:

Sarah feels successful when she can complete her coursework efficiently, collaborate easily with classmates, and balance her study time with her on-campus job.

Needs:

Needs a consistent internet connection to access research databases.
Needs to upload assignments and collaborate on shared documents.

Wants:

Wants better WiFi coverage in library corners and outdoor spaces.
Would like an app or website to report WiFi dead zones directly to IT.

Values:

Efficiency, academic success, and fairness—she believes all students deserve the same level of access to resources.

Fears:

She fears losing her work progress due to sudden WiFi dropouts and worries that reporting issues won't lead to real fixes.