**User Personas:**

Name: Jack Jackson

Age: 50y

Occupation: Mechanical Engineer with MBA degree

Status: married

Location: San Diego, CA 92103

Tier: Enthusiast

Archetype: The career-ladder climber

Personality: Ambitious, Motivation, Responsible

Description: At work, I have a vision to see the beginning to the end. If the team is more coordinated then it will go through more smoothly.

Motivation: Money and status

Goals:

1. To attain a higher level in my career.
2. To complete project on time and on a high quality standard.
3. I need to minimalize risk on all my project.

Frustration:

1. Cancelled project.
2. Data crashes.
3. People not focusing

Bio: Jack worked as program manager for 15 years in a global IT company. He is an avid cyclist and enjoy managing program. He is curious about what is coming in the IT industry and always updating his knowledge in his working area.

Personality:

1. Extrovert-Introvert: 80% extrovert
2. Sensing-Intuition: 50% intuition
3. Thinking-Feeling: 90% thinking
4. Judging-Perceiving: 80% judging

Technology:

1. IT and Internet: 90%
2. Software: 80%
3. Mobile Apps: 85%

Quote:

