**User Persona: Urban Achiever**



Name: Kimberly

Age: 27

Occupation: Small Business Owner

Status: Single

Location: San Diego

Tier: High Achiever

Archetype: Savvy Businesswoman

Personality: Meticulous, leader, focused, health conscious, lifelong learner

Motivations: Recognition for her efforts, achievement in business realm

Goals

* Turn her business into a franchise
* Develop a brand
* Improve the lives of her clients

Frustrations

* Unsatisfied customers
* Disorganization
* People who lack goals or personal drive

Bio

Kimberly comes from humble beginnings and is motivated by carving her own path in life. Since she was a little girl, she saw herself as a CEO wearing beautiful suits and wielding business prowess but also a CEO who generously instructs her employees to realize their own potential. She envisions her business growing well beyond the San Diego region and into a nationally recognized brand and chain.

Personality

1. Extroverty-Introvert: 90% extrovert
2. Sensing-Intuition: 75% intuition
3. Thinking-Feeling: 60% feeling
4. Judging-Perceiving: 80% judging

Technology

IT and Internet – 60%

Software – 50%

Mobile Apps – 75%

Social Networks – 90%



Quote

“We determine our own destiny. It is your choice whether or not you want to thrive. I believe in living well and looking my best. No one every opened doors by wearing pajamas and showing up late.”