Persona Template

* Personal  
  Name: John Brown
* Family

Family Income: $75,000 - $100,000  
Has 2 siblings  
His dad wants him to stay local at a community college for 2 years for lower tuition.

* Work
  + Job title and job description: unemployed currently (student)
  + Education level: In High School
  + Professional associations: National Honor Society
* Financials
  + Salary: N/A
  + Savings: N/A
* Health
  + Health status: Young, very healthy
  + Allergies Mental health: No allergies, no mental health issues
  + Disability/accessibility: N/A
* Geography
  + Nationality: US Citizen, grew up in Prince George’s County
  + Languages: English
  + Goals: Want to a earn a bachelor’s degree within four years, while going to school full-time. He wants to be financially independent after he graduates. He would like to attend school in New York.
  + Frustrations: Has a hard time understanding concepts in his high school math class.
  + Fears, worries, insecurities: He isn’t sure what he wants to major in. Also, not sure what school he think he should attend, and which ones he should apply to exactly.
* Interests
  + Habits: He is on track team, and football as well.
  + Interests (hobbies, pets, leisure activities, sports)
* Experience with product
  + Familiarity with product: He hasn’t visited any colleges yet to learn more about them.
  + Level of experience for product: Has visited with high school counselor a few times, and has also done private research online for a few universities in New York
  + Time available to learn about product:

Persona Template

* Personal  
  Name: Mary Jane
* Family

Family Income: $35,000 - $45,000  
Her parents both work full-time. She is outgoing and studious, B+ / A student

* Work
  + Job title and job description: works part-time at grocery store nearby as cashier
  + Education level: Senior in High School
  + Professional associations: SGA, Model UN
* Financials
  + Salary: $10.00 / hr at grocery store
  + Savings: N/A, salary goes to family mostly
* Health
  + Health status: Young, very healthy, active
  + Allergies Mental health: No allergies, no mental health issues
  + Disability/accessibility: N/A
* Geography
  + Nationality: Dominican Republic
  + Languages: English and Spanish, fluent in both
  + Goals: She would like to go to school locally to stay near her family.
  + Frustrations: Has a hard time understanding concepts in his high school math class.
  + Fears, worries, insecurities: He isn’t sure what he wants to major in. Also, not sure what school he think he should attend, and which ones he should apply to exactly.
* Interests
  + Habits: He is on track team, and football as well.
  + Interests (hobbies, pets, leisure activities, sports)
* Experience with product
  + Familiarity with product: He hasn’t visited any colleges yet to learn more about them.
  + Level of experience for product: Has visited with high school counselor a few times, and has also done private research online for a few universities in New York
  + Time available to learn about product: