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| **Persona:** |  | High School Student |
| **Photo:** |  |  |
| **Fictional name:** |  | Mark Johnson |
| **Job title** |  | UX Engineer |
| **Demographics:** |  | * 16 years old * Single * Electrical Engineering Field of Study |
| **Goals and tasks:** |  | Spends his work time:   * Building new prototype projects * To learn more about career opportunities * Keeping up with his studies and activities |
| **Environment:** |  | He submits himself with electronics in his daily use to always be active and provide new ideas for his career. |

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| **Persona:** |  | Teacher |
| **Photo:** |  |  |
| **Fictional name:** |  | Tom Myers |
| **Job title** |  | High School Teacher |
| **Demographics:** |  | * 33 years old * Single * Master Degree in Electrical Engineering |
| **Goals and tasks:** |  | Spends his work time:   * Designing electrical schematics * Helping students achieve their goals * Making students are provided with the information to succeed with the Shadow App |
| **Environment:** |  | He works in many environments and likes to work alone due to his experiences. |

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| **Persona:** |  | Employer |
| **Photo:** |  |  |
| **Fictional name:** |  | Mary Smith |
| **Job title** |  | General Manager |
| **Demographics:** |  | * 29 years old * Married * Has 3 three kids, ages 3, 6 & 9 * Bachelors Degree in Business Administration |
| **Goals and tasks:** |  | Spends her work time:   * Assign and schedule important meetings * Supply office products and work ethics * Takes calls and responses |
| **Environment:** |  | She surrounds herself in an active community on a daily basis. Separating work from home activities and juggling schedules in between. |