|  |  |
| --- | --- |
| **Persona:** | A London savvy busy businessman |
| **Photo:** | JohnBonney1 |
| **Fictional name:** | Dereck Seers |
| **Job title/Major Responsibilities** | Business Analyst Consultant   * Consults on in/outgoing of a business and reducing overhead |
|
| **Demographics:** | * 30 – 40 * Farther with 2 Children * Mortgage of Detached House |
| **Goals and tasks:** | * Spending as Much time with family * Providing value and quality to business he consults for * Retiring in the Maldives |
| **Environment:** | Lives on the phone, always in contact for work. When not travelling around, will constantly have the laptop open to receive emails and write documentation. Has extensive use with office applications and can browse the internet with relative ease. Hotel stays are commonplace |
| **Quote:** | “Don’t do tomorrow what you can do today!” |

\*http://www.exeterexpressandecho.co.uk/images/localworld/ugc-images/276269/Article/images/22972274/6932830-large.jpg