

PERSONA #1

Name: Johnnie White

Age: 20-years-old

Gender: Male

Hobbies: Basketball, touch football, swimming



Background: Johnnie is a 20-year-old young man from the Gold Coast. He lives at home with his Mother, Father and younger brother. Johnnie is a second year university student, studying a Bachelor of Politics undergraduate degree at the University of Queensland. He commutes to university 3-days a week by train.

Johnnie enjoys an active life, taking part in Basketball, swimming and Touch football. Johnnie also has a passion for politics and loves keeping up to date with Australian news and politics. Johnnie doesn't like being bored and always makes sure he is being proactive with his time. He has a very busy schedule with university and working on the weekends at a local cafe.

Goals & Ambitions:

- Graduate university
- Move out of home
- Make it to the basketball grand final

Behaviour & Attitudes:

- Competitive
- Organized
- Friendly
- Determined

Frustrations:

- Losing basketball
- Noisy people on trains
- Still living at home

PERSONA #2

Name: Stephanie Fisher

Age: 24-years-old

Gender: Female

Hobbies: Running, reading



Background: Stephanie is a 24-year-old women living in Brisbane's West End. Last year she graduated university with a Bachelor in Business and Marketing. She now works as a Marketing Assistant for Hudson Inc. and drives to her job in the city five days a week.

Stephanie likes to keep fit and exercise everyday by running and going to the gym. She also enjoys reading in her spare time. On the weekends, Stephanie occasionally goes to the Sunshine Coast to visit and spend time her family.

Goals & Ambitions:

- Move and live in the city
- Get promoted at work
- Keeping fit

Behaviour & Attitudes:

- Proactive
- Caring
- Friendly
- Positive

Frustrations:

- Peak hour traffic
- Getting behind on work

PERSONA #3

Name: Mark Brighton

Age: 52-years-old

Gender: Male

Hobbies: Fishing, programming



Background: Mark is a software developer and lives in Carindale, Brisbane. He has been married to Sue Brighton for 14 years. Mark has two children, aged 9 and 12. Mark works from home, so he takes the children to and from school each day.

During his free time Mark likes to take his boat onto the Brisbane River and go fishing. He loves spending time with his children and enjoys quality time with his wife.

Goals & Ambitions:

- See his children grow
- Start his own software development company

Behaviour & Attitudes:

- Happy
- Laidback
- Helpful

Frustrations:

- Catching no fish on a fishing day
- Noisy children