

age:25	Occupation: Small Business Owner	, Kara is an enthusiastic IT deleveloper who is interested in web
Gender: Female	Location: North Beauford	davelopment.
Field job in IT Expand product of Increase skills	• Fashion	PERSONALITY  • Optimistic • Enthusiastic • Sociable

## CHALLENGES

- Lack of experience in IT sector
  Lack of social engagement
  Identifying which trends are best to incorporate in product design

DISLIKES

- Too many ads
   User friendly interface

## PRODUCTS THEY ENJOY

Electronics sale Fashion wear

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