User Personas (persona is a representation of a type of person or group of people)

Persona 1: Jeff

Description: Jeff is a 28 year old props master who works in the film industry in Los Angeles, CA.

Browser: Firefox
Mobile: iPhone XS
Social: Facebook/ Twitter

Feelings/ personality: His girlfriend recently dumped Jeff. Jeff is artsy, extroverted, and enjoys using technology.

Motivations: Jeff wants to become a writer/producer and leave his mark on the world.

Goals: He wants to sharpen the necessary skills needed to succeed in the film industry.

Frustrations or problems: Moving up in Hollywood is political. Jeff is super busy and doesn't have a lot of time to work on his journaling/writing.

Persona 2: Becky

Description: Becky is a 26 year old social media / marketing manager who works/lives in New York City.

Browser: Safari
Mobile: iPhone
Social: Instagram / TikTok / Twitter / Facebook

Feelings/ personality: Becky has a fun social life, goes out alot and also works really hard at her job. She uses Instagram and TikTok to build her company's brand awareness/presence.

Motivations: Becky wants to keep learning more about how to be a better social media manager, and to become better at marketing so she can earn more money and increase her social network.

Goals: Become Chief Marketing Officer at her tech company.

Frustrations or problems: Becky feels like a small fish in a big pond in New York. As hard as she works she can never feel like she can get ahead.

Persona 3: Chad

Description: Chad is a 20 year old college student (philosophy major) who works/lives in Omaha, NE.

Browser: Edge
Mobile: Android - Motorola Razr
Social: Reddit / Twitter

Feelings/ personality: Chad is conflicted about what he wants to do in the future for his career path. Although Chad is introverted, he enjoys meeting people and discussing philosophy.

Motivations: Chad wants to inspire people to find more meaning in their day to day lives with his poetry.

Goals: Give a TED talk about ethics.

Frustrations or problems: Chad feels a lot of his college experience was hedonistic / fleeting pleasures. He wants to solidify his thinking style and become a better debater and orator in realistic settings.

- Name of person
- Image of person (can be drawing or stock image)

- <u>Description of person (age, location, personality, feelings, biography)</u>
- <u>Motivations</u>
- <u>Goals</u>
- <u>Frustrations or Problems</u>