



Name **Jeanie Jenkins**

Behaviours

- Travels regularly for work
- Likes meeting new people
- Likes learning languages
- Leads a busy lifestyle

Demographics

- Female
- 25-35 years old
- works in media

Needs and goals

- Has goals to master the phrases she finds difficult in the languages she learns
- Wants a way to practise these phrases until she masters them and also to store them so she can practise them regularly
- Needs the apps she uses to be simple and easy to use - she doesn't have time for complicated things