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| **Persona:** | Simon |
| **Photo:** |  |
| **Fictional name:** | Simon Lawrence |
| **Job title:** | Student / Network Support Technician |

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| **Demographic:** | <ul><li>24 years old</li><li>Single</li><li>No children</li><li>Student / Part time worker</li><li>Working towards BCS</li></ul> |
| **Goals and tasks:** | He spends a lot of time working and studying, but finds time to try out the newest games and trends. Is very tech savvy, and competent on both desktop and mobile devices.<br><br>Spends his free time:<br><ul><li>Playing video games with friends</li><li>Browsing social media</li><li>Browsing Reddit</li></ul> |
| **Environment:** | He is comfortable using a computer and refers to himself as an advanced user. He spends a majority of his time on an internet connected device, and is familiar with most socially connected platforms. |
| **Quote:** | "If it's new and cutting edge, I'll try it!" |