

**Persona:**

Krista

**Photo:**



<b>Fictional name:</b>	Krista Castillo	
<b>Job title:</b>	Insurance Sales Supervisor	
<b>Demographic:</b>	<ul style="list-style-type: none"> <li>• 32 years old</li> <li>• Married</li> <li>• Mother of one child</li> <li>• Has a B.B.A in Business Administration</li> </ul>	
<b>Goals and tasks:</b>	<p>She spends a lot of her time in her office on her desktop computer. Her internet connection is fast, but her office computer's hardware may slow down after opening a few applications.</p> <p>Spends her work time:</p> <ul style="list-style-type: none"> <li>• Reading emails</li> <li>• Typing memos</li> <li>• Browsing social media sites</li> </ul>	

**Environment:**

She is an intermediate user. She spends most of the day on a desktop computer, and at least two hours a day on a mobile device.

**Quote:**

“If my friends are using it, I’ll probably use it.”