


Persona:	Patti	
		
	Fictional name:	Patti Robinson
	Job title:	Editorial Cartoonist, Newsday

Demographic:	<ul style="list-style-type: none">● 51 years old● Married● Mother of three children● Grandmother of one child● Has a Ph.D. in Liberal Arts.
Goals and tasks:	<p>She is a self-driven, hard working professional who wants something interesting and social to do in her free time.</p> <p>Spends her free time:</p> <ul style="list-style-type: none">● Playing Sudoku● Reading● Playing games on iPad
Environment:	<p>She is comfortable with desktop computers as well as mobile devices. She has fast home and office internet connections. She uses her work computer roughly six hours a day, and a mobile device roughly an hour each day.</p>
Quote:	<p>“If it’s interesting, I’ll give it a shot.”</p>