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| Persona: | <Interior design app name> possible user |
| Photo: | https://www.womenshealth.gov/files/images/nwhw_30s-lady.jpg |
| Name: | Emily Campbell |
| Job title/major responsibilities: | Part time office administrator; temporarily quit full time work to care for her young children. |
| Demographics: | * 31 years old * In a long term relationship * Physically able * Speaks English * Mother of 2 young children |
| Goals and tasks: | She is family oriented and takes great pride in her home, always looking to keep things fashionable and looking good.  One day she’d love to design her own home from scratch but isn’t yet in the financial position to do so.  Her daily tasks consist of caring for her children as well as part-time database upkeep in an insurance company. |
| Environment: | Emily owns a smart phone, current gen tablet and a family laptop. She considers herself relatively capable of using them all although she couldn’t tell you what SSD stands for or how much RAM she’s got.  She regularly browses the internet (connected via fibre home-broadband) and uses apps on her devices for both her and her children. |
| Quote: | “I know what I like and how I like it.” |