

Sophia Harris

age: 32
residence: Los Angeles, California
education: Bachelors of Science in Finance
occupation: Real Estate Agent
marital status: Married with kids



"Always smile because you are making it."

My day starts off with breakfast and my kids. I spend the rest of my mornings and afternoon at work. Then the evenings I send with my husband and kids. On weekends I am out with the girls.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

- A bigger house
- Bigger Clientele

Values

- Spending time with my family
- Attending church
- Having girls night-out

Criteria For Success:

Being able to stand for something and not fall for anything.

Wants

- Easier way to check into conferences
- Better office decorations

Fears

- Not being able to sale as many house due to the covid-19
- Having to start over from the begin because of an unexpected crash in the market



Jake Meyer's persona | PersonaGenerator

9/21/20, 2:01 PM

Jake Meyer's persona | PersonaGenerator

9/21/20, 2:01 PM

Jake Meyer

age: 21
residence: Maryland
education: High School Diploma. Working to earn bachelor's degree.
occupation: Student/Waiter at restaurant near college
marital status: Single



"Just trying to fulfill my passion in an efficient way"

I start my day by going to the gym, then attending class. I finish my day by working and I like to have fun on the weekends.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

- Work on software capabilities
- Meet individuals with similar interests
- Build up resume

Criteria For Success:

Many opportunities that help me learn and better myself.

Wants

- To find a job soon after college related to my major
- To attend career events that go smoothly

Fears

- I won't be able to put myself out there in the workforce due to the corona virus and limited events/functions



Roger Smith, by Evan Scales

age: 67
residence: Massachusetts
education: Earned his BA of Business at Boston University
occupation: Owner of small paper company
marital status: Married with kids



"Trying to grow my paper company"

Start the day cooking breakfast with my wife, then working with my son to sell paper to local businesses.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

- Motivated salesmen
- More clients
- Better knowledge of new technology

Values

- Honesty
- Passion
- Smart workers

Criteria For Success:

Opportunities to grow skills, knowledge, and business.

Wants

- Better office
- Easy ways to find new employees

Fears

- I won't be able to find new employees/clients due to my limited knowledge of technology



Barbara Cathy's persona | PersonaGenerator

9/21/20, 7:33 PM

Barbara Cathy's persona | PersonaGenerator

9/21/20, 7:33 PM

Barbara Cathy

age: 48
residence: Maryland
education: Earned BA in English at Syracuse
occupation: English teacher
marital status: Married with kids



"You cannot change what you are, only what you do."

I start my day by drinking a cup of coffee before I head to school and teach my students. I end the day by going home to my husband and our dogs.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

- Patience
- Help setting up my resume
- A clean working space

Wants

- Better classroom
- More students

Criteria For Success:

Opportunities to grow leadership, knowledge and wisdom

Values

- Honesty
- Compassion
- Commitment

Fears

- I am not good with cell phones but my kids primary source of electronics are phones so I fear I won't be able to contact them for assistance if needed.

