

# Personas

## Happy Heather

### Background

- Works as an accountant at a health insurance company
- Bachelor's degree
- Single with no children

### Demographics

- Female, 32 years old
- Income of \$67,000
- Lives in Minneapolis, Minnesota

### Identifiers

- "Type-A Personality"
- Business savvy
- Popular on social media

## Jolly Jeff

### Background

- Works as a senior developer at a tech startup
- Master's degree
- Married with one child

### Demographics

- Male, 41 years old
- Family income of \$194,000
- Lives in Salt Lake City, Utah

### Identifiers

- Extremely tech savvy
- Values privacy and security
- Likes to be involved

# Trendy Tina

## Background

- College student
- Works part-time at a department store
- Single with no children

## Demographics

- Female, 19 years old
- Income of \$24,000
- Lives in Phoenix, Arizona

## Identifiers

- Creative
- Likes to try new things
- Empathetic and understands people
- Has a large group of friends