

# User Persona

## Core Profile



**Name:** Ana Ramírez

**Age and gender:** 38 yo, female

**Job:** Continuing Education Coordinator

**Income range:** 750 000 - 1 150 000 MXN

**Location:** Mérida, Yucatán, México

A comprehensive view of your target customer's needs, behaviors, and brand relationships

## Background

**Short bio:** Ana Ramírez is a seasoned Continuing Education Coordinator at the Faculty of Accounting and Administration (FCA). For the past eight years, she has been the operational basis of the department.

### Lifestyle and values:

Organized & Prepared: Ana's love for order extends beyond work.  
A Quiet Enthusiast: She is an avid reader, mostly of historical fiction and organizational psychology books.  
Deeply Values: Reliability and Trust.  
Motivated by: Quiet Impact.

### Professional context:

Her role is defined by orchestrating chaos into order. She manages the complete lifecycle of 15-20 simultaneous programs, each with its own instructor, list of applicants, payment records, and attendance sheets.

## Audience Insights

### Goals:

- Short-term goals:
  - Master the new platform's workflow
  - Clean up the active event catalog
- Long-term goals:
  - Leverage historical data for planning
  - Become the department's workflow expert
- Key drivers and priorities:
  - Efficiency and control
  - Reliability and trust

### Barriers:

- Practical challenges:
  - Incomplete Data Migration or Legacy Records
  - Instructor reluctance to new processes
- Emotional frustrations:
  - "The spreadsheet was faster"
  - Loss of personal ownership
- Obstacles to success:
  - Lack of peer adoption

## Behavior and Personality

Personality traits:

- Methodical
- Dependable
- Resilient / adaptable

**Daily routine description:**

**Buying / decision-making patterns:**

**Tech proficiency:**

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*My job is to make sure every course runs smoothly from the first announcement to the last grade. I need one reliable place to see everything: who's enrolled, who has paid, and what's coming up next.*

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## Journey and Brand Relationship

**Awareness stage**

**Consideration stage**

**Decision triggers**

**Post-purchase behavior**

**Loyalty drivers**

**Current view of your competitors**

**Desired brand experience**