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| Persona: | <Interior design app name> possible user |
| Photo: | https://edc2.healthtap.com/ht-staging/user_answer/reference_image/6096/large/Testicular_Cancer.jpeg?1386670792 |
| Fictional name: | Dave Taylor |
| Job title/major responsibilities: | Full time newspaper columnist. |
| Demographics: | * 35 years old * Single * Requires a wheel-chair * Speaks English * No children |
| Goals and tasks: | Having recently bought his own flat for the first time, though it only has a couple of rooms he wants to make it really his. While he isn’t one for elaborate or fancy designs, he wants control of every detail and needs to know how it’ll look before committing.  His daily tasks are primarily writing and researching, both from the office and at home. |
| Environment: | Dave owns a large Note smartphone, no tablet and utilises a work laptop for several hours a day. He considers himself intermediate to advanced internet user and has broadband at home. |
| Quote: | “It’s my way or the highway.” |