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| Persona: | <Interior design app name> possible decorator |
| Photo: | http://www.absolutedecorating.com/wp-content/uploads/2016/01/professional-painter-and-decorator.jpg |
| Name: | Jeremy Trotter |
| Job title/major responsibilities: | Full time painter-decorator; team manager on larger projects. |
| Demographics: | * 42 years old * Married * Speaks English * Father of 2 teenage children * Physically active and able * Level 3 City & Guilds in painting and decorating * CHAS certified |
| Goals and tasks: | He loves his job and is adamant about maintaining a high quality finish in all his work. His goal is to help people bring their creative ideas and designs to life with his technical ability.  He spends time at work primarily out of office; painting and decorating, project managing, and training less senior decorators. |
| Environment: | Jeremy has a smartphone he’s competent with and is confident on the computers at the company office. He has a business line internet connection at work and ADSL-broadband at home. He primarily uses e-mail and SMS for communication. |
| Quote: | “If you want something done right, I’m your man. No job too big or small.” |