



Description

Kayla is working as a web designer and is looking to build her reputation through helping smaller web designers get into the major.

“I want to build my reputation.”

Kayla Blake

Web Designer

Age	Statue	Educational level	Languages
28	Single	Degree	English

Expertise

Technical Expertise: 6/10 Domain Expertise: 7/10

Goals

- Grow a strong industry reputation
- Help beginners get into web design easier.

Motivation

- Give information to beginners for becoming web designers
- Improve upon my own understand as a web designer

Frustrations

Programming is not easy for beginning designers to get into.



Description

Kyle is working as a Web Developer and is looking to build her reputation through helping smaller web designers get into the major.

“Working with customers is what I do best”

Kyle Weber

Web Developer

Age	Statue	Educational level	Languages
30	Married	Degree	English, German

Expertise

Technical Expertise: 9/10 Domain Expertise: 8/10

Goals

- Collect material effectively from customers.
- Record his findings from working with customers and using that to help other web developers work with customers.

Motivation

- Give information to beginners for working with customers as web developers
- Improve upon my own understand as a programmer.

Frustrations

- Some customers can be frustrating to deal with and unclear with what they want.
- Environment can be chaotic at times.



Description

Caleb is looking to get his foot in the door of the marketing industry. His doing this by creating a blog and connecting with other people on the internet to potentially create opportunities for himself.

“I network with people every day.”

Caleb Miller

Marketing

Age	Statue	Educational level	Languages
25	Single	Degree	English

Expertise

Technical Expertise: 5/10 Domain Expertise: 7/10

Goals

Looking to connect with more people and share information through blogging.
Looking to improve his skills as a marketer.

Motivation

Connecting with people and other companies will open up opportunities for him.
Build his own Blog.

Frustrations

Hard to get his foot in the door.