

EDUCATED GUESS

NAME

Mary Edwards

DESCRIPTOR

Interest in the programming for her own sites.

QUOTE

I would like to be able to work on both the front end and back end of my websites so, I can truly capture my vision, but watching online youtubes videos about programming is boring.



WHO IS IT ?

Age: 26
Location: Memphis, TN
Technical Skills: CSS, HTML, and Photoshop
About: Very Creative and Dependability. Likes to be able to do anything that is asked by her company.
Interested in futhering her compatibilities by knowing how to program with javascript.



WHAT GOALS?

Interested in learning programming in an interesting and fun way so, that she could possible boast how value to her company.



WHAT ATTITUDE?

Very up-beat and always trying to be useful to other.



WHICH BEHAVIOUR?

Mary is a graphic and website designer with very little experience in programming. She wants to learn how to program so, she would be able to do more for her company so, that she could possibly get promoted. Though every time she tries to learn how to program it puts her to sleep. She wants to learn how to program in a new exciting way. She has always been interested in video games with a large library of games on her phone. So, she believes that learning how to learning how to program while making games sounds fun.

Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker?
Why, how can you tell?

Decisions made on facts or emotion?
Why, how can you tell?



ASPIRATIONAL

ACTUAL