

Name: Miranda Gates

Age: 23

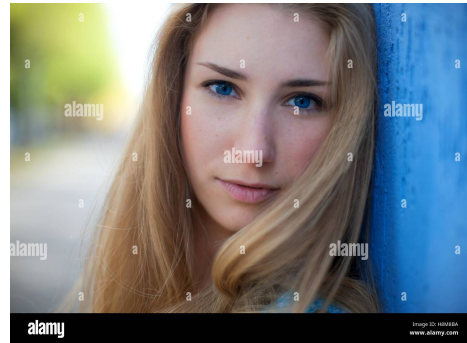
Occupation: Young professional

Status: Single

Location: Toronto

Archetype: Gen-Z

Personality: Thoughtful, Organized



Bio:

Miranda just graduated from Ryerson University in Biology. She's found that it's been hard finding a job since graduation, causing her lots of stress and leaving her needing an outlet to dump her thoughts. She typically leaves her job applications to the last minute before applying, causing her to rush them.

Goals:

Find ways to self-reflect and better understand her thoughts to work towards her goals.

Frustrations:

- Lack of organization in her life
- Not knowing why she feels overwhelmed
- Pressure from peers/parents to succeed in life

Motivations:

Incentive: 4/5

Fear: 3/5

Achievement: 5/5

Growth: 5/5

Power: 2/5

Social: 1/5

Quotes:

"The secret of being happy is accepting where you are and making the most of it every day."

"Do what you love, don't let anyone tell you otherwise."

Domain Awareness:

- New to keeping a daily journal

Tech Knowledge:

- General social media user
- Broad general knowledge
- Gen-Z -> familiar with technology