

Jordan Ristow
SWDV 691
Personas

Name: Jimmy the Millennial

Background:

- Young professional, still in his first post college job, 24 years old
- Currently renting an apartment
- Looking to relocate to a new city within the next six months

Demographics:

- College educated, Bachelors of Science in Mechanical Engineering
- Earns \$65,000 annually

Identifiers:

- Tech savvy
- Unsure of the process to buy a home

Goals:

- Wanting to advance his career in a new city
- Wants to own a home soon

Name: Johnny and Suzy Homemakers

Background:

- Young married couple, 30 and 28 years old
- One child, a daughter age 2
- Currently renting a two bedroom house, lived in the same house for two years
- Concerned at how much their rent has increased over the past two years

Demographics:

- Suzy is college educated, Bachelors Business Administration
- Johnny completed an electrician apprenticeship program
- Combined family income of \$90,000 annually

Identifiers:

- Tech savvy
- Wants a realistic picture of what housing they can afford

Goals:

- Move to a part of their city with better schools
- Purchase a home in that area within a year

Name: Ed the soon to be retiree

Background:

- 62 years old
- Wife passed away two years ago
- Set to retire within six months

Demographics:

- Not college educated
- Used military training as a carpenter to work as a building handyman
- Owns existing home with no mortgage

Identifiers:

- Non-tech savvy
- Must live on fixed income

Goals:

- Sell current house
- Move to a smaller house closer to his grandkids