



R o s i e

Age: 39
Gender: Female
City: San Francisco
Income Level: middle income
Occupation: changing careers, leaving corporate sales

Bio

Rosie is a social person, she loves to spend her free time with family and friends eating out or going on day trips. She has had a long career in a previous, high-demand field, but is now looking to switch to an industry that is less draining in her last working years before retiring. She has taken on some extra responsibility since she has two sets of aging parents that have begun to need more care and she wants her life to not be over-stressed by work so she can be there to take care of her family.

Personality

Hardworking, reliable, social extrovert, compassionate, energetic

Tech details

Devices used: Iphone, Ipad, Macbook

Site details

Easy navigation, pricing and services listed clearly

Pain points

Difficult navigation, missing necessary information, too wordy/repetitive

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