

USER PERSONA WORKSHEET

**MEET USER PERSONA #1:**

**DEMOGRAPHICS**

**GENDER: Male**

**AGE: 29**

**LOCATION: Brooklyn**

**OCCUPATION: Online/print magazine editor**

**EDUCATION: BA English, MA in Journalism**

**INCOME: $50k**

**FAMILY: Has a girlfriend, parents who live in a Connecticut, older sister**

**DAY-TO-DAY LIFE**

**PERSONALITY TRAITS:**

**TYPICAL WEEKDAY INVOLVES: Works a day job (administrative) to pay the bills, pay off student loans and support his family, to whom he is very close. In his free time (minimum 3 week nights, and the entire weekend), he works with his classmate on an online arts publication and e-commerce shop. The publication consists of reviews of local NY bands’ shows, art galleries, op-eds on current events. The e-commerce shop earns sizable revenue, selling shirts, sweaters, and accessories related to the magazine brand.**

**CARES MOST ABOUT: his publication and shop!**

**CURRENT CHALLENGE: balancing the growth of his shop and magazine with his day job. He wants to hire an employee who can take on the grunt work of collecting, processing and shipping orders so that he can spend more time design items for the shop, researching shows and potential writers, and the overall direction of the publication.**

**CURRENT GOAL: to expand his publication to a monthly cycle and take on a co-editor with a similar vision**

**TOP 3 BOOKMARKED SITES: New Yorker, NY Times, Facebook**

**WHAT I DO IN MY FREE TIME: When not working on the magazine/online shop (which takes up basically most of his free time) -- Scout the city for the best donut/pizza/coffee shops with gf, serve at church.**

**HOW CAN I HELP?**

**He is spread out thin. While his web presence isn’t pitiful, it could be improved. I can help with branding and coding and design while he focuses on creating, soliciting and editing content for his publication and his shop.**

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**MEET USER PERSONA #2:**

**DEMOGRAPHICS**

**GENDER: Female**

**AGE: 25**

**LOCATION: NYC or Portland**

**OCCUPATION: fashion entrepreneur making unique accessories; significant portion of profits donated to A21 and other organizations geared toward abolishing modern day slavery**

**EDUCATION: BA Graphic Design**

**INCOME: $40K**

**FAMILY: parents live on ranch in Midwest while older brother works at architecture firm in Chicago**

**DAY TO DAY LIFE**

**PERSONALITY TRAITS: people person, laughs too loudly, and very creative but in need of someone to implement her creative vision and translate it into a website**

**TYPICAL WEEKDAY INVOLVES: working a shift at the local coffee shop in the morning and spend the rest of the day making accessories and shipping them out with handmade postcards with one-of-a-kind graphics**

**CARES MOST ABOUT: Jesus, family, friends, social justice**

**CURRENT CHALLENGE: time! She never has enough. She also runs a separate blog where she experiments in essay writing and other creative writing. She’d like to meld that with her company’s e-commerce site, which is earning a lot of revenue!**

**CURRENT GOAL: to be able to hire someone to take care of shipping orders and writing the cards so she can focus on designing her accessories (currently headbands, wants to expand into belts) and designing the graphics on her cards. She also wants to revamp her site and merge her blog with it**

**TOP 3 BOOKMARKED SITES: Darling Magazine, Etsy, RELEVANT Mag**

**WHAT I DO IN MY FREE TIME: when not designing or making accessories, she’s serving at church or attending connect group**

**HOW CAN I HELP?**

Help her with her current challenge by revamping her entire site in a brand uniquely her own, complete with blog and including various thumbnails of the cards she sends out with her accessories.