

# PERSONA



QUOTATION
“Success isn't just about working harder – Its bout working smarter and finding balance along the way”
NAME
Emily Carter
AGE
32
GENDER
Female
LOCATION
New York USA
OCCUPATION
Marketing manager in a tech firm
JOB TITLE
Maketing Manager
HIGHEST LEVEL OF EDUCATION
Masters degree in business administration
ANNUAL INCOME
85,000\$

GOALS AND MOTIVATIONS
Maintain a balanced, fulfilling lifestyle
Improve time management and productivity
Positive customer experiences with brands

FRUSTRATIONS
Poor customer service experiences
Delays in deliveries or service execution
Lack of personalized solutions from brands

CHALLENGES AND OBSTACLES
Struggles to keep up with fast-paced changes in technology
Staying productive without burnout and fatigue
Managing work-life balance effectively

SOURCES OF INFORMATION
BOOKS
BLOGS
CONFERENCES
EXPERTS
MAGAZINES
WEBSITES

Prompts from ChatGPT

Customer persona with demographics, psychographics, Behavior, goals, motivations, challenges, obstacles and frustrations.

Quote from Emily Carter