

Jack Brown



"I love my smartphone. I'm constantly using it for work."

Age: 45
Work: Golf Course Super
Family: Married with kids
Location: Florida

Personality



Goals

- Plan fertilizer applications throughout the year.
- Keeping course green.

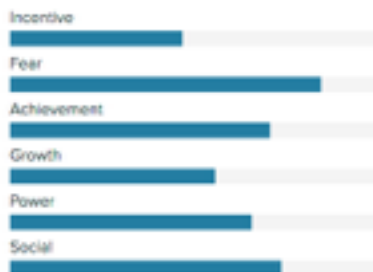
Frustrations

- High stress job
- Shortage of time to get everything done

Bio

Jack likes his job because it allows him to be close to his passion for golf, though the job can be very high-stress. He oversees 18 people to keep the course running smoothly. When not working, he is doing projects on the house or spending time with his family. Jack obtained his associates out of high school, but would still like to pursue his bachelor's degree someday.

Motivations



Devices

Smartphone
Tablet (preferred)
Laptop

Smart Driven Athletic
Short Tempered

Sarah Fray



"I never leave home without my phone. It makes me feel safer to have it with me."

Gender: Female
Age: 42
Work: Creative Lead
Family: Married, no children, no pets
Location: Seattle, WA
Home: Rents an apartment
Education: Bachelor's, Graphic Design

Personality



Goals

- To keep safe when traveling
- Keep within budget but still be able to experience the city
- To see or do something new

Frustrations

- Sarah is very busy and doesn't always have a lot of time to do the things she enjoys
- Sarah's is the main income earner which means money can sometimes be tight
- Doesn't always have people to do things with when she is in Chicago

Bio

Sarah loves her job as a Creative Lead at the Band Yo-self agency based out of downtown Seattle. As a team lead, she travels frequently to the Chicago office to oversee large projects. When her team isn't working late, they often go to drinks after work, but most of them have families to get home to which leaves Sarah to figure out what to do with her night. Sarah enjoys new experiences, but is hesitant to explore the city on her own for safety reasons so tends to stick to the same 10 block radius.

Motivations



Brands

A collection or list of the user's favorite brands.



Preferred Channels



Katie Fulright



"I can make the world a better place."

Age: 27

Work: Communications Manager

Family: Single

Location: Portland, OR

Personality



Confident Team-Oriented Achieving

Goals

- To make an impact and work for a cause.
- To earn good money.
- Have flexible hours and a healthy work/life balance.
- To manage people by 30

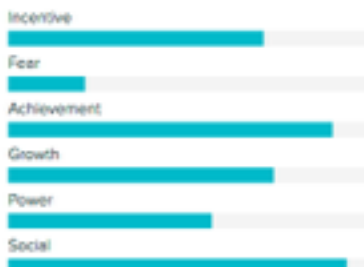
Frustrations

- Doesn't like waiting.
- Doesn't make as much as she would like.
- Hates long time-consuming forms to apply for jobs.
- Feels like she is sometimes not taken seriously because of her age.

Bio

After college, Sarah got a job in communications at a large company. In the past five years, she has held two different positions at three companies. Sarah enjoys her work but feels ready to be a manager. She is considering getting her Masters in Communications to make her more competitive in the job market. She is also looking for a company where she feels like she can make a difference.

Motivations



Brands

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Preferred Channels

