

User persona

Team H

Personal name: Joanna

Age: 28

**Occupation: DIY Home
Blogger**

**Archetype: Repurposer
(Buying/Selling)**



Joanna is a crafty mother of three boys who spends her free time working on home projects. She enjoys taking old things and making them into something new. She blogs about all of her projects and sometimes makes a profit.

Goals

- Repurpose as a side hustle
- Get more readers for her blog
- Be able to multitask between being a mother and running her blog
- To be able to use technology more intuitively

Frustrations

- Finding a website that is safe to buy and sell her projects on
- Balancing between taking care of her children and working on her repurposing projects
- Gaining more attention on her blog
- Has some difficulties in using technology