

## Derek Tor



Job: Sales Director for an Insurance Company (works in an office)

Education: B.A. in Business Analytics

Age: 45

Gender: Male

Status: Married with 2 kids

Key Characteristics:

- Prefers healthy options
- Is constantly busy and needs food that can be obtained and eaten quickly
- Likes rowing.
- Not very tech savvy
- Has a set routine every day

Goals:

- Save enough money to buy that lake house he always wanted
- Wants to be healthy and live a long life.

Frustrations:

- Is not great at learning new technology
- Does not have a flexible schedule

## Web Developer



Job: Senior Web Developer (works from home)

Education: Highschool Diploma

Age: 26

Gender: Non-binary

Status: Single

### Key Characteristics:

- Does not like to leave home if possible
- Avid video gamer
- Likes to have friends/family over for meals.
- Does not like to cook.

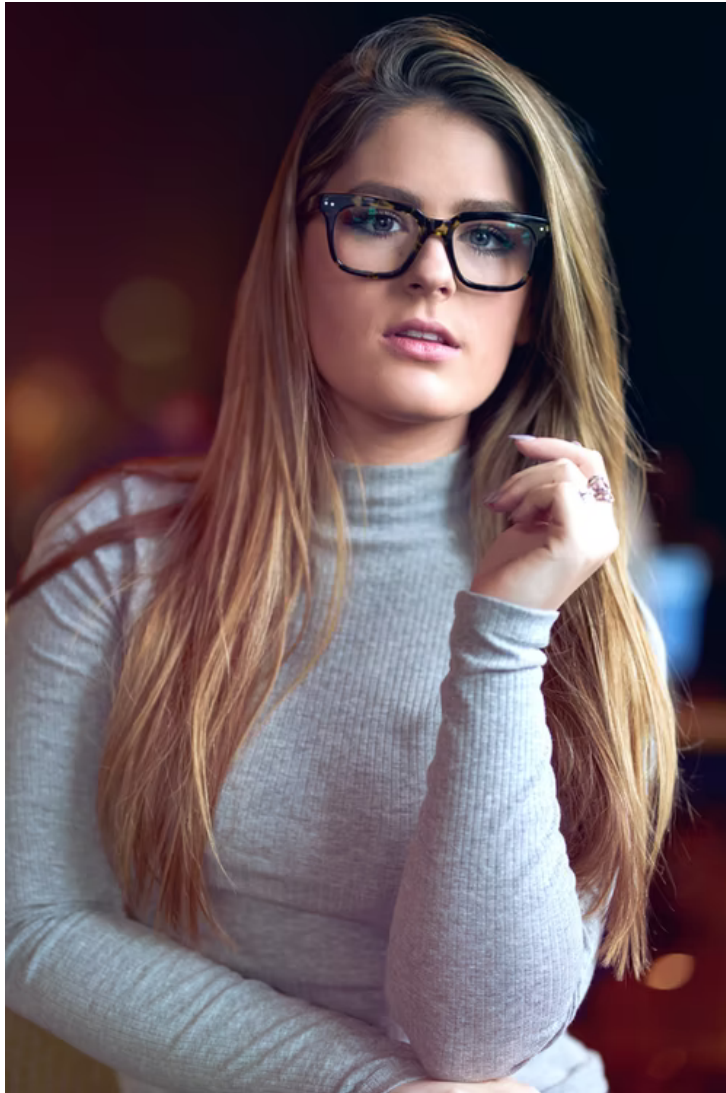
### Goals:

- Wants to save for that really cool new VR headset and controllers.
- Insatiable hunger to be a better programmer and sharpen skills.

### Frustrations:

- When food is ordered it sometimes takes too long and becomes soggy
- Does not like any games that are out right now.

## Jessica Parker



Job: Construction Contractor (moves from site to site)

Education: B.A. in Construction Management

Age: 32

Gender: Female

Status: Single

Key Characteristics:

- Likes structure in her day.
- Extremely busy and constantly moving to new or between job sites.
- Likes to try new foods

Goals:

- Wants to open her own business
- Working towards a promotion to project manager

Frustrations:

- Thinks she works too much and wants more time to do things she enjoys
- Does not like the area where she is living and wants to move away.