

The Caregiver



"Treat people how you would want to be treated"

Age 41

Work Receptionist

Family: Married with 4 kids

Location: United States

Character: The Hero

Caring

Supportive

Empathetic

Goals

- Loves to come home and have a good night with her family
- Hopes to be able to say she's proud of how she raised her children
- Wants to retire and give everything she can for her children's children

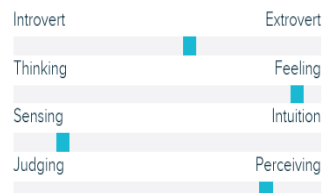
Frustrations

- She hates when technology is too complicated
- Doesn't like seeing greed infect people and companies

Bio

Barbara is a professional desk clerk who is now a Mother of four children. She is non-stop busy moving 24/7. She lives to live for her family. She loves to give her children things that she believes they need for happiness or for enjoyment.

Personality



Preferred Channels



The Young Professional



Age: 26

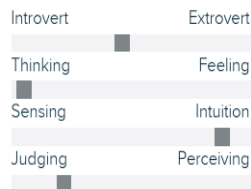
Work: Software Engineer

Family: Single

Location: United States

Character: The Ruler

Personality



Responsible

Determined

Focused

Goals

- Wants to make a difference in his professional life and to be able to live a comfortable life
- Loves to challenge himself, and then reward himself at home
- Wants to eventually settle down and live a life more focused on his family

Frustrations

- Doesn't like when things suddenly change quickly
- Thinks some things are unnecessarily complicated
- Hates to wait on people and is very impatient waiting for online shipments

Bio

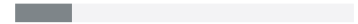
This user is someone who has finally made it in his career, he is young and ready to live for himself comfortably. He works at a large software company and is making quite a scene. People know when he is talking and in the room. He loves to come home and get the things he wants online shopping.

Motivations

Incentive



Fear



Growth



Power



Social



"Rely on yourself, because only you can make change"

Brands & Influencers



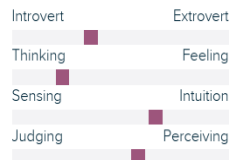
The Caring Manger



"I love my work because it does not feel like work. It feels like my hobby"

Age: 35
Work: IT Manager
Family: Married
Location: United States
Character: The Innocent

Personality



Bio

Rich is a hardworking professional that was not always a professional. After many years of hard work and persistence, he now enjoys a more senior role of overseeing his group of network engineers. He wants his team to achieve as much he thinks they can, so he challenges them often. bio should be a short paragraph to describe the user journey.

- Ambitious
- Organized
- Strategic
- Creative

Goals

- Use technology to bring people closer together
- This user would love to have a lasting legacy when heretire
- Make sure that this user can help people in their careers as much as possible

Frustrations

- Sometimes not being able to put his self in lower level associates shoes
- Understanding that he can not control everything and or everyone will make him less stressed

Brands & Influencers



Motivation

