

User Persona Slide Template



Cori Gartner

University Student

Age: 21

Job: Part-time Server

Status: Single

Location: Boston, MA

ABOUT

Cori is a sophomore at Tufts University in Boston, MA, studying Anthropology. She is working part-time as a server at an Italian restaurant on campus.
Cori was recently diagnosed with ADHD.

NEEDS

- Find a challenging/competitive tool.
- Develop healthy habits.

PAIN POINTS

- Struggles with daily low-dopamine tasks.
- Have a hard time following a routine.

PERSONALITY

Extrovert



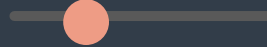
Introvert

Thinking



Feeling

Sensing



Intuition

Gen Z

Techsavvy

ADHD

Ethical

User Persona Slide Template



Tucker Smith

Truck Driver

Age: 34

Job: Truck Driver

Status: Widowed

Location: Woodstock, GA

ABOUT

Tucker is a long-haul truck driver located in Woodstock, GA. He recently became a widow and had been diagnosed with depression. Despite being medicated, he still find no motivation to maintain a routine and neglect personal hygiene.

NEEDS

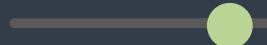
- Introduction to journaling.
- A non-judgmental "friend" to help with healing process.

PAIN POINTS

- Struggles with motivations.
- Want to get better but does not know where to begins.

PERSONALITY

Extrovert



Introvert

Thinking



Feeling

Sensing



Intuition

Millennial

Tech-averse

Depression

Nostalgic