User Persona:

Pierce Ablethorn

Assistant VP of Ablethorn Industries

Text

Description automatically generated

65 years old

Divorced

Father of at least four

Bachelor in Economics

At Ablethorn Industries he's acquired a reputation as someone who pushes people to perform. He understands people, their wants and needs, and knows how to take advantage. However, his behaviour is abrasive and often people feel pushed around by him. At the same time, it's impossible to not respect his experience, and people find themselves trying to be better around him.

Ablethorn Industries is owned by his family, founded by his father. Pierce, lacking direction in his youth, found himself rising the company ranks largely due to connections. He is torn between trying to earn his father's respect and proving to him that he is free.

Sees himself as an innovator. Tries to push the envelope. Wants to be on top of the tech curve, but his age slows him down. Hard to admit that he's wrong. He's impulsive, and always looking to learn and experience new things.

He would like people to see him as successful, and has a habit of pushing his successes into others' faces by bragging.

Ultimately, his goal is to be seen as having independently added something of value to the world, rather than having his successes be a result of his position. However, he lacks a clear way of doing this, he doesn't have any cause to push.

https://careerfoundry.com/en/blog/ux-design/how-to-define-a-user-persona/

https://www.usability.gov/how-to-and-tools/methods/personas.html

https://clevertap.com/blog/user-personas/