PERSONA PHOTO

QUOTATION

"The best way to predict the future is to create it." - Peter Drucker

NAME

Alex Thompson

AGE

29

GENDER

Male

LOCATION

Napier, Hawke's Bay, New Zealand

OCCUPATION

Software Developer

JOB TITLE

Lead Software Engineer

HIGHEST LEVEL OF EDUCATION

Bachelor's degree in Computer Science

ANNUAL INCOME

$85,000

GOALS AND MOTIVATIONS

Professional Growth: Aspires to become a senior developer and eventually a CTO.

Continuous Learning: Motivated to stay current with the latest technologies and industry trends.

Work-Life Balance: Aims to maintain a healthy work-life balance to enjoy hobbies and spend time with family and friends.

CHALLENGES AND OBSTACLES

Keeping Up with Rapid Changes: Struggles to stay updated with the ever-evolving tech landscape.

Time Management: Finds it challenging to allocate time for self-learning amidst a busy work schedule.

Networking: Has difficulty building a strong professional network in a remote work environment.

FRUSTRATIONS

Information Overload: Feels overwhelmed by the sheer volume of new information and technologies.

Debugging: Experiences frustration when debugging complex code issues.

Inefficient Processes: Gets irritated by outdated or inefficient workflows within the team.

SOURCES OF INFORMATION

BOOKS

Tech manuals, industry books

BLOGS

Tech blogs, hacker noon and medium

CONFERENCES

virtual teach conferences and webinars

EXPERTS

Follows industry experts on Linkedin and Twitter

MAGAZINES

Reads online tech magazines Wired, Techcrunch

WEBSITES

Stack overflow, Github, etc

PERSONA PHOTO

QUOTATION

"Success is not final, failure is not fatal: It is the courage to continue that counts." - Winston Churchill

NAME

Michael Roberts

AGE

35

GENDER

Male

LOCATION

Austin, Texas, USA

OCCUPATION

IT Manager

JOB TITLE

IT Operations Manager

HIGHEST LEVEL OF EDUCATION

Master's degree in Information Technology

ANNUAL INCOME

$95,000

GOALS AND MOTIVATIONS

Health Tracking: Wants to monitor his fitness and health metrics to improve his overall well-being.

Productivity Enhancement: Aims to increase productivity at work through effective time management and task tracking.

Staying Connected: Desires to stay connected with his team and family, even during busy workdays.

FRUSTRATIONS

Unreliable Health Tracking: Frustrated with health and fitness devices that don't provide accurate or consistent data.

Overcomplicated Technology: Annoyed by gadgets that are difficult to use or set up.

Disconnected Tools: Irritated by work tools and apps that do not integrate seamlessly.

CHALLENGES AND OBSTACLES

Work-Life Balance: Struggles to maintain a balance between professional responsibilities and personal life.

Staying Fit: Finds it challenging to stick to a consistent fitness routine due to a demanding job.

Time Management: Has difficulty prioritizing tasks and managing time effectively.

SOURCES OF INFORMATION

BOOKS

Self help and productivity books

BLOGS

Tech/productivity ie lifehacker and techcrunch

CONFERENCES

IT and tech, ie; AWS re:invent

EXPERTS

Follows them on twitter and linkedin

MAGAZINES

Tech ie Wired, Computer world

WEBSITES

Linkedin and Stack overflow

PERSONA PHOTO

QUOTATION

"Design is not just what it looks like and feels like. Design is how it works." - Steve Jobs

NAME

Maria Santos

AGE

27

GENDER

Female

LOCATION

Madrid, Spain

OCCUPATION

Graphic Designer

JOB TITLE

Senior Graphic Designer

HIGHEST LEVEL OF EDUCATION

BA in Graphic Design

ANNUAL INCOME

€50,000

GOALS AND MOTIVATIONS

Health and Fitness: Wants to monitor her fitness and health metrics to maintain a balanced lifestyle.

Professional Growth: Aims to continuously improve her design skills and stay updated with the latest design trends.

Work Efficiency: Seeks to optimize her time management and increase productivity at work.

FRUSTRATIONS

Inconsistent Health Tracking: Frustrated with health and fitness devices that don't provide accurate or consistent data.

Overcomplicated Technology: Annoyed by gadgets that are difficult to use or set up.

Disconnected Tools: Irritated by design tools and apps that don't integrate seamlessly, causing inefficiencies.

CHALLENGES AND OBSTACLES

Balancing Work and Personal Life: Struggles to find a balance between professional responsibilities and personal interests.

Staying Fit: Finds it challenging to maintain a consistent workout routine due to a busy work schedule.

Time Management: Has difficulty managing multiple projects and deadlines efficiently.

SOURCES OF INFORMATION

BOOKS

Creativity genre, ie 'design of everyday things'

BLOGS

Design genre, ie Design Milk and Creative Bloq

CONFERENCES

Design, including OFFF and Awwwards

EXPERTS

Follows on Behance and Dribbble

MAGAZINES

Print and communication arts

WEBSITES

Behance, Dribbble, Adobe Creative Cloud