## Sample user bios

**Zareen**

**Age:** 22

**Education:** 4th year university student

**Hometown:** Bruges, Belgium

**Family:** 2 sisters

**Occupation:** Project management intern for a large international firm

Zareen is about to complete a B.A. in Business Administration and hopes an internship will launch her career in project management. Even though Zareen most enjoys the time spent working with her mentor on a campaign, she also enjoys doing other tasks like getting coffee and food for the office. She feels these tasks are a good opportunity to network and to demonstrate being a team player with keen attention to detail.

Zareen would like to demonstrate her commitment on the job, complete everyday tasks efficiently, and eventually be trusted with increased responsibilities in the office.

1. What do you look for in a cafe, and what are your must-haves?
2. What makes you choose one over another?
3. What brought you to this cafe today?
4. How often do you visit cafes?
5. What do you think of the pricing of the food and drinks in this cafe, and how does it compare to other cafes you've been to?

**Elliot**

**Age:** 44

**Education:** Culinary school graduate

**Hometown:** Omaha, Nebraska

**Family:** Lives with partner

**Occupation:** Cook

Elliot is a line cook who lives in a small city and mostly works in the evenings. During the daytime, Elliot does an online data analytics bootcamp for 3-4 hours to learn a new employable skill. He usually does the bootcamp from local coffee shops or co-working spaces since his partner works from home and is in meetings all day. The bootcamp is expensive, so Elliot is trying to save money on food and transportation.

Elliot’s priority is balancing work and studies with quality time spent on his hobbies and with loved ones.

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**Leah**

**Age:** 42

**Education:** Doctor of Medicine (MD)

**Hometown:** Newport, Rhode Island

**Family:** Single, lives alone

**Occupation:** Doctor

Leah is a doctor with a busy and demanding schedule. She works unpredictable shifts in a mid-size hospital, and swims for a local semi-professional team. Leah has a visual impairment for which she uses screen reader technologies. This technology makes using apps and websites much more convenient for Leah, but not all apps and websites are optimized for screen reader usage.

Leah cares a lot about being available to her patients and is often taking appointments at the last minute. She would like to be able to spend as much of her non-work time as possible on her hobbies and personal life. Leah would like for there to be an easier and efficient way to order food, groceries, and personal care items to pick up on-the-go.

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**Joseph**

**Age:** 20

**Education:** Enrolled in online college classes

**Hometown:** Nairobi, Kenya

**Family:** Lives with their mother, father and one younger sibling

**Occupation:** Full time student

Joseph is a recent immigrant to the United States who is enrolled in online college classes and is also taking classes at a night school for learning English. He can read English well, but sometimes encounters difficulties at restaurants or while out running errands, where shopkeepers tend to speak very quickly and limited translation options are available. Joseph is passionate about sports and the outdoors, and wants to explore what his neighborhood has to offer.

Joseph’s priority is balancing his studies with fun, while also having time to look after his younger sibling when his parents are at work.

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**Carlos**

**Age:** 50

**Education:** High school and some college

**Hometown:** New York City, New York

**Family:** Married with two college-aged children

**Occupation:** Small business owner

Carlos is a small business owner operating in the middle of a busy metropolitan area. Although competition is tough, sales have been steadily increasing over the last few years. As the business grows, Carlos will need a way to better manage inventory, business administration and marketing efforts. Additionally, customers have been asking for a way to more easily place orders.

**Reena**

**Age:** 37

**Education:**

**Hometown:** Lakewood, Colorado

**Family:** Lives mostly alone, has a teenage daughter

**Occupation:** Paramedic

Reena is a paramedic who lives in Lakewood, Colorado. She lives alone but shares custody of her daughter with her ex-partner. Reena works both day and night shifts, and her schedule changes week to week. She is a rock climber who goes to the climbing gym a few mornings a week and also drives her daughter to soccer practice any nights she’s not working. Reena has dyslexia, which makes it difficult to read text quickly and process information in fast-paced settings. Reena is health-conscious as well as budget-conscious.

**Alfie**

**Age:** 30

**Education:** University graduate

**Hometown:** San Jose, California

**Family:** Single, lives alone

**Occupation:** Senior accountant

Alfie is a mid-career professional who was recently promoted in their job at a large accounting firm. They live in the suburbs on the outskirts of a large city. They enjoy the nightlife and social life that San Jose has to offer, but may not be able to find as much time for those activities as they take on more responsibilities at work.

Alfie wants to make their team proud, level up their skills and forge positive relationships at work so they are in good shape for another promotion in a year or two.

**Neelam**

**Age:** 35

**Education:** Master’s degree in Education

**Hometown:** Champagne, Illinois

**Family:** Married with one young child

**Occupation:** Teacher

Neelam is an established education professional with 10 years of teaching experience. She is passionate about her job but sometimes has trouble managing the stress of teaching while also raising a young child. Neelam also prepares breakfast and dinner for the family on most days, sometimes leaving her with little time to grade papers and plan syllabi.

Neelam appreciates products that help her stay more organized and manage her time in the classroom and at home.