




Name:	<p>Sophie Wilson</p> 
Demographic:	Female, Student, 12 years of age
Background:	She is a British girl. She is currently at school, where her favourite subjects are chemistry and biology. She lives in a middle-class neighbourhood.
Motivations:	Her goal in life is to become a biologist. She enjoys going cycling in nature with her best friend, but also with her parents. She does also enjoy going out occasionally to play games at an arcade, or play bowling.
Frustrations:	She doesn't get along with her maths teacher. Another frustration is that she misses the bus to school sometimes.
Technology:	Sophie has a phone, but aside from that, she is not an avid technology user.

Name:	Christopher Morgan 
Demographic:	Male, Student, 24 years of age
Background:	Christopher is a student in the USA, who enjoys the nightlife and going to the movies. He likes modern pop music and has tried to DJ himself. He goes out with his friend group a lot, especially at night, when he enjoys drinking and doing activities together such as bowling, which is a weekly thing for him. He enjoys the competitive aspects of it.
Motivations:	He doesn't have any clear goals for what he wants to do when he's out of college. Spending time with friends makes him happy and motivates him.
Frustrations:	When he fails a challenge, he can get frustrated. Other than that, he doesn't get along with some of his teachers.
Technology:	He uses a phone, PC, and a laptop. He knows his way around most basic tech.

Name:	<p>Nicole Bell</p> 
Demographic:	<p>Female, Stay at home mum, ex-researcher, 34 years of age, Married</p>
Background:	<p>Nicole is a 34-year old stay-at-home mum, who enjoys baking and listening to the radio. She did work in the research field before she had two children, who are now the ages 6 and 10. She does charity work occasionally but is too occupied working at home for a full-time job.</p> <p>She grew up in a working-class neighbourhood and now lives a stable life, with the income of her husband supporting her lifestyle.</p>
Motivations:	<p>She enjoys making her family happy and supporting them by managing the household. She goes out with her family during special occasions, such as Christmas, sometimes the destination being the local bowling centre.</p>
Frustrations:	<p>She feels like her work isn't appreciated, or can't spend enough time with her husband privately.</p>
Technology:	<p>Nicole has a phone that she uses a lot, to upload posts on Instagram and Facebook, and keep in touch with her family and friends via WhatsApp.</p>