

# USER PERSONAS



**Name :** Michelle

**Age :** 30 years

**Occupation :** Business woman

**Location :** Lives in Los Angeles

**Personality :** Enthusiast, friendly, organized, calm, flexible, confident

**Skills :** Excellent written and verbal communication skills, ability to prioritize and multi-task

**Frustration :**

- Slow download times
- Data crashes
- Poor communication

**Goals :**

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything



**Name :** Sarah

**Age :** 20

**Occupation :** Interior design student

**Location :** Lives in San Francisco

**Personality :** She's a carefree college student, Facebook is her life-line, loves shopping, looks for coupons or deals on cool new restaurants

**What she's looking for :** A good deal to make her feel better about purchases.

**Hopes and Dreams :**

- Become a reputable interior design
- Travel the world
- Not have to worry about finances

**Worries and fears :**

- Not being able to pay her bills
- Time management is challenging
- Worried about spending too much money on food

**Name :** Peter Smith

**Age :** 59 years

**Occupation :** Senior Program Staff  
Director

**Location :** Lives in Manchester



**Personality :** He is focused, goal-oriented within a strong leadership role. One of his concerns is maintaining quality across all output of programs.

**Likes :**

- Reading the daily press
- Passionate about football
- Spending leisure time with children and grandchildren

**Goals and tasks :** Spends his work time –

- Requesting and reviewing research reports
- Preparing memos and briefs for agency heads
- Supervising staff efforts in safety and inspection



**Name :** Reena

**Age :** 40

**Occupation:** Housewife

**Location :** Lives in Kerala

**Interests :** Cooking, reading books, shopping, watching movies

**Goals :**

- Additional income
- Become financially independent
- Kids education
- Saving plans for future

**Challenges :**

- Learning new skill sets
- Time management
- Managing finance
- Time for self

**Name :** John

**Age :** 25

**Occupation :** Entrepreneur

**Location :** Lives in Bangalore



**Personality :** Always on the go and thinking of new business ideas.

**Hobbies :** Networking with other young entrepreneurs. Speaking at local schools to tell his story.

**Goals :**

- To start a well-known technology company
- Earn enough money and make his parents feel happy

**Challenges and fears :**

- Creating a website on a small budget for new business
- Time management
- Wasting money