



Gary McCoy
32, Los Angeles

Los Angeles
ARCHITECT

• STATUS
SINGLE

• SALARY
\$85K

• TIER
MID-LEVEL

• ARCHETYPE
Creator



PERSONALITY

- Innovator
- Environment
- Culture
- Designer
- Perfectionist



BIO

Gary has been working as an architect for a mid-size architectural company for about 3 years now and is really enjoying his job especially being able to see his creations built into reality. He prefers modern, sleek building designs and he can usually be found surfing the net for design ideas.

Outside of the office Gary enjoys running and swimming, taking his dog out for walks and generally being active. Because of his busy lifestyle, Gary does not have much time to cook at home and would like to be able to make healthy choices while eating out.



Motivations

IMPACT



TEAMWORK



PROMOTION



USER NEEDS



Goals

- Be able to create architectural designs that is modern and minimalistic, yet meets the customer needs.
- Create new design ideas weekly to add to personal portfolio.
- Work well with the clients during the creation of projects.



Frustrations

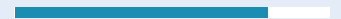
- Wants healthy choices for eating out
- Does not have time to cook for himself due to busy schedule
- Would like to make lifestyle changes to accommodate a cleaner diet



“I want to create building designs that are modern and minimalistic while fulfilling the client’s needs.”

Behavior

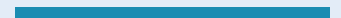
Thinking



Research



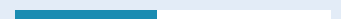
Designing



Meetings



Consulting



Influences

- STYLE
- BLOGS/ FORUMS
- COLLEAGUES
- RELIGION
- TECHNOLOGY
- ARCHITECTURAL
- TRENDS

Frequently used apps



ArchiSnapper



Google
Calendar



Yelp



PERSONALITY

- Problem Solver
- Business
- Learning
- Social
- Solution-Focused



BIO

Angela is a Jr. Developer for a Fortune 500 company and has just started working about 6 months ago. She is enjoying the role, but also wants to prove herself worthy of a promotion to a Developer status. She has been putting extra time to make sure that her projects are flawless and done efficiently.

In her spare time, Angela likes to travel and try different cuisines. She enjoys trying new things and is always on the look out for the hottest new food places in town.



Motivations

IMPACT



TEAMWORK



PROMOTION



USER NEEDS



Goals

- Get promoted to Web Developer.
- Get more acquainted with the other dev ops teams.



Frustrations

- Wants to try new food places in the convenience of her home.
- Have as much variety and options in the food choices - the more the merrier!

Angela Vi
28, Portland

Web Developer

• STATUS
SINGLE

• SALARY
\$65K

• TIER
JR. DEVELOPER

• ARCHETYPE
Explorer

“

“I want to be promoted.”

”

Behavior

Planning



Coding



Feedback



Learning



Flexibility



Influences

- EXPERIENCE
- SOCIAL MEDIA
- FRIENDS
- NEWS
- TECHNOLOGY
- COMMUNITY

Frequently used apps



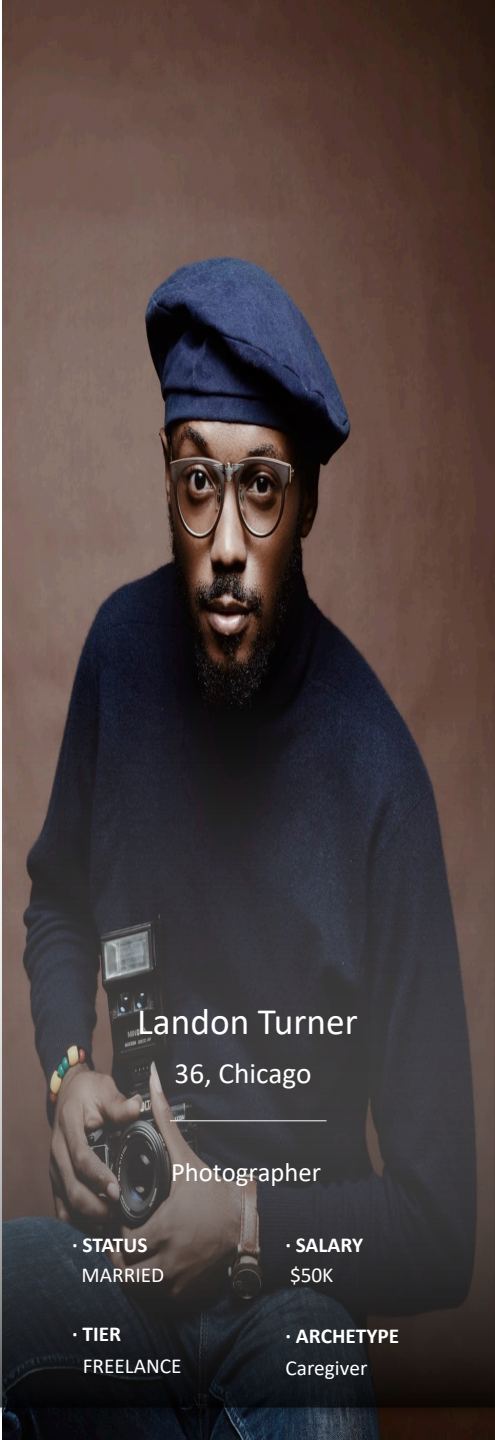
Instagram



Doordash



Hopper



Landon Turner

36, Chicago

Photographer

• STATUS
MARRIED

• SALARY
\$50K

• TIER
FREELANCE

• ARCHETYPE
Caregiver



PERSONALITY

- Creative
- Business
- Detail Oriented
- Passion
- Social



BIO

Landon is a freelance all-around photographer who manages his time between working in the field and taking care of his 3 kids. He loves taking people's portraits and taking photos of nature.

When not working, Landon makes sure to spend his extra time honing his skills in arts and photography. He is not much of a cook so when his wife isn't home, he makes simple food, or he orders take outs but is very price-conscious.



Motivations

IMPACT



TEAMWORK



PROMOTION



USER NEEDS



Goals

- Get more clients.
- Widen his network within the photographer community.



Frustrations

- Is very price-conscious about his food orders.
- Prefers fast food but is also aware that he has to pick a balance between tasty and healthy choices because his children will be eating with him.

“

“I want to be promoted.”

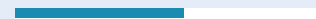
”

Behavior

Planning



Networking



Marketing



Learning



Flexibility



Influences

- MOVIES
- SOCIAL MEDIA
- FRIENDS
- FAMILY
- MUSIC
- FASHION

Frequently used apps



Instagram



Adobe
Lightroom



Tiktok