

**Evelyn**

Account Executive

“Getting back to nature helps me recharge after a long week.”

## Demographics

📍 Los Angeles, CA, USA

📅 24 Years Old

💕 Single

## About

Evelyn is an account executive from Los Angeles, California. She's a recent college graduate who found a rewarding career in the nonprofit sector. She is actively involved in her community, considers herself a foodie, and loves going to the park with her dog "Bella."

## Goals

- Spend more time outdoors
- Make time for friends
- Volunteer with local community organizations
- Practice mindfulness

## Frustrations

- Limited parks within walking distance
- Los Angeles traffic
- Expensive dining options
- Did I mention, LA traffic ;)

## Social Profile

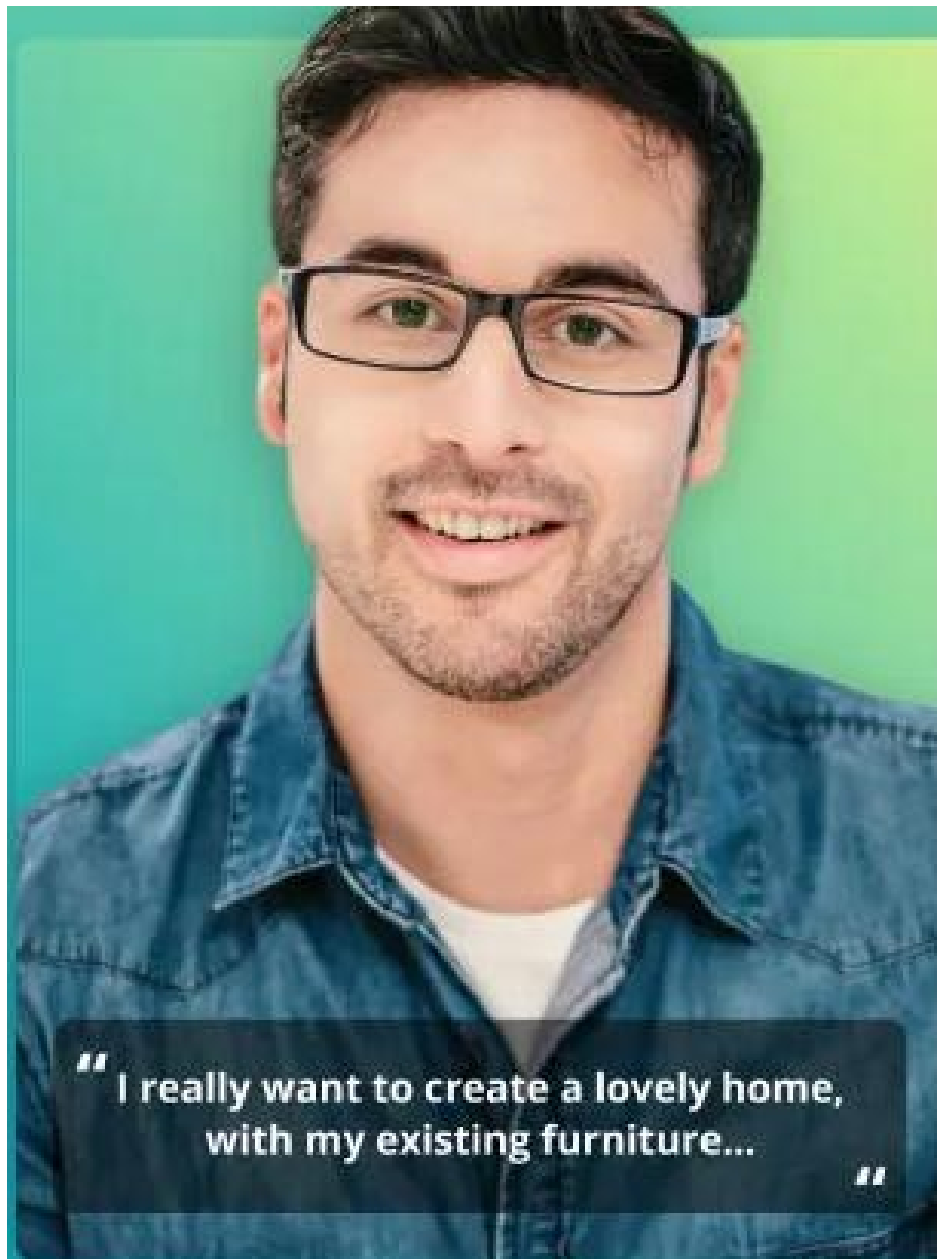


## Favorite Brands



patagonia





## David Miller

-  28
-  New York
-  Product Designer
-  Living with his girlfriend

## Bio

Lives in a rented apartment, 2.5 rooms, with his student girlfriend, works in a high-tech job. Likes hosting people. After a long day at work, he likes to throw on the couch with his girlfriend in front of the TV.

## Wants & Needs

- Create a cozy atmosphere at home with innovative design.
- Design the house at low investment and without much effort.

## Tech

- Internet 
- Social Media 
- Online Shopping 
- Gadgets 
- Early Adopter 

## Favorite Brands



## Frustrations

- Don't want to spend money on interior designer and he doesn't have much time to deal with the design planning.
- He designs his apartment, but he thinks that she can look much better.

“ I really want to create a lovely home, with my existing furniture... ”

USER PERSONA

# John Doe

"I care deeply about animal rights and to help them live happier lives"

## ABOUT

John is a graduate student at UCLA who cares deeply about animal rights. He spares his own time to volunteer at the local animal shelter and to promote pet adoption. He wishes to order some design artifacts to raise awareness at his school.

AGE	28
OCCUPATION	Ph.D Student
INCOME	Less than \$50k
STATUS	Single
LOCATION	Los Angeles, CA

## NEEDS

- Create designs that promote animal adoption
- Order design artifacts such as posters, badges and buttons to distribute them to students
- Help with the crowdfunding

## FRUSTRATIONS

- Some vendors charge way too much for the designs
- Connecting with the local vendors require extra time on his end
- If he ends up not getting the funds, he has to put in his own money

## SOCIAL MEDIA ACTIVITY

FACEBOOK

INSTAGRAM

TWITTER

SNAPCHAT

## CURRENT FEELINGS

Stressed Concerned Busy

## PERSONALITY

PASSIONATE

MOTIVATIONAL

GIVING

LOVING

OPTIMISTIC