

# James Miller



*I work long hours in front of a screen, therefore I really value my free time and the opportunity to get outdoors.*

## Demographics

Age: 36

Gender: Male

Marital Status: Single

Income: £65,000 / year

Location: London, UK

## Defining Traits

1. Adventurous
2. Gregarious
3. Active

## Professional Background

### Education

MSc in Computer Science

### Company / Job Title

Senior Software Developer

### Work Experience

After graduating from university with a master's degree, James took an entry-level graduate software developer position at a UK-based start-up. He later moved to a well-known multinational company where he was promoted to his current position.

## Personal Preferences

### Interests

Climbing, kayaking, paddleboarding, running, cycling, weight training, eating out and travelling.

### Favorite Brands & Products

Apple (iPhone, Watch and Mac), Under Armour, Rab, North Face, David Lloyd Leisure

## Psychographics

### Values

Work-life balance, healthy lifestyle, experiences over material items

### Goals

Travel to new places, try new experiences, meet a partner

### Challenges & Frustrations

Can't find like-minded people on dating apps, short on time

## Communication Style

Casual

Professional



General

Technical



# Maria Sanchez



*Now I'm retired, travelling and experiencing new things is very important to me*

## Demographics

Age: 67

Gender: Sample Text

Marital Status: Female

Income: £50,000 / year (joint)

Location: New York, USA

## Defining Traits

1. Inquisitive
2. Friendly
3. Intelligent

## Professional Background

### Education

BA in History

### Company / Job Title

Retired

### Work Experience

Maria worked as a curator in a museum for many years before retiring. She maintains an interest in a history and keeps in touch with her former colleagues, many of whom are also friends.

## Personal Preferences

### Interests

Travelling, reading, watching documentaries, eating out, volunteering and doing things with friends and family.

### Favorite Brands & Products

Kuoni, Kayak, Discovery Channel, Volkswagen Camper, Amazon

## Psychographics

### Values

Lifelong learning, loyalty, trust, family

### Goals

See new places, learn more about the world, develop new skills

### Challenges & Frustrations

Bit of a technophobe, healthy but not physically fit

## Communication Style

Casual

Professional



General

Technical

