# Marketing Agency

Meticulous Jennifer - Digital Strategist

Jennifer is 25 and she works as a digital strategist for the marketing agency. She is a very analytical person and has a keen eye for details. She is very present on social media platforms. She develops, implements and manages the web presence architecture and online marketing strategy for brands, products or services. She has a passion for technology and always looks for ways to incorporate them into her work.

Anxious David – Brand Analyst

David is 27 and he works as the brand strategist for the marketing agency. She is involved in analysing market research data and trends to develop solutions for marketing plans. He is very computer literate and constantly look for ways to improve his lifestyle with technology.

He sometimes finds it overwhelming that there is too much data for all advertisements and can sometimes miss key properties. He is a visual thinker, meaning that he processes information in the form of images. He would find it easier to directly look at charts rather than data and constructing a chart from there.

Paul - Client liaison

Paul is 30 and works as our direct contact with the marketing agency. He oversees the project and has tasked us with developing the tool. He is a very energetic person. He is an extrovert and enjoys social time and meeting new people. He likes working with new people and is fascinated by technical people.

He finds it frustrating when his colleagues don’t communicate enough with him, and he feels that that could make work life and work performance easier. He likes to be kept in the loop and enjoys regular updates. He wants the project to be done as smoothly as possible and helps in any way he can.

Technical Danny – Tool Manager (System Admin)

Danny is 25 and he works as the tool manager for the marketing agency. He oversees the running, maintenance and configuration of the system. He is very active and likes operating software.

# Website

Successful Alice - Website User

Alice is 37 and she works as the senior software engineer for a large tech company. She is a single mother of 2 sons, Aiden and Sam, aged 10 and 12 respectively. Her kids spend all their time outdoors playing sports. She loves taking care and spending time with them. She provides to their every need, and sometimes even spoils them. Her work requires her to be on her feet and precise. She prefers to adopt non-work-related hobbies to better cope with the stress of her job. In her free time, she enjoys listening to audiobooks, watching Netflix, YouTube videos and window shopping on Amazon.

Scenario : She was watching cooking videos on YouTube and saw an ad about football equipment. She then remembered that both her two sons asked her for new football boots. She thinks that this is her opportunity to look for some and buy them to make her kids happy. She clicks on the ad and begins her shopping.

Greg - Website owner

Greg is 40 and is the CEO of a company who sells products on the internet. His company resells items on the internet for lower prices. He has a website where people can look for what they want, compare the price with instore prices and look at the state of the product. He offers advertisements placements on his website. His website being fairly popular, the advertisements cover the money lost by buying and reselling items.