

User Persona



Persona 01

Age: 34

Family: Mother of 3

Job: Influencer

Income: +45k year

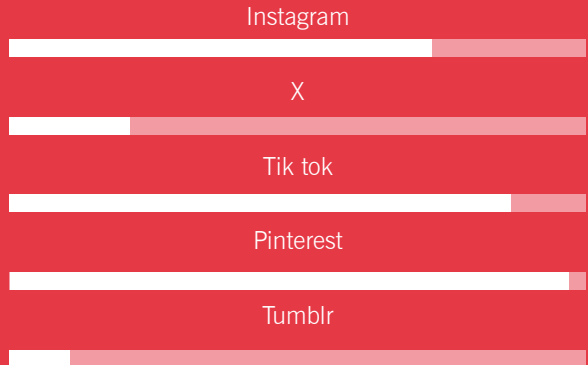
Location: Phoenix, AZ

Interest: Craft, Kids

Wants: Achieve a well-organized life where she can efficiently manage her tasks.

Needs: Improved time management leading to reduced stress levels

Social media uses:



User Persona



Persona 02

Age: 20

Family: Only child

Job: Student

Income: +11k year

Location: London, UK

Interest: Computer Science

Wants: To get better at managing his academic responsibilities and enjoy free time.

Needs: Get good grades at school.

Social media uses:

Instagram



X



Tik tok



Pinterest



Tumblr



User Persona



Persona 03

Age: 23

Family: Oldest sister

Job: Waitress

Income: +22k year

Location: Miami, FL

Interest: Make money

Wants: To improve productivity and time management to make her more efficient at work.

Needs: Manage her money in a more efficient way

Social media uses:

Instagram



X



Tik tok



Pinterest



Tumblr

