

User Persona



Persona 01

Age: 24

Family: Older sister

Job: Nurse

Income: +35k year

Location: Cleveland, OH

Interest: Music, fashion

Wants: Settle down, travel to Europe,
go to events.

Needs: A raise, new look.

Social media uses:

Instagram



X

Tik tok



Pinterest



Tumblr



User Persona



Persona 02

Age: 21

Family: middle sister

Job: Student

Income: +10k year

Location: Dallas, TX

Interest: Art, read

Wants: Get more art supplies,
be a social media influencer.

Needs: Graduate school.

Social media uses:

Instagram



X

Tik tok



Pinterest



Tumblr



User Persona



Persona 03

Age: 26

Family: Only child

Job: Journalist

Income: +40k year

Location: San Diego, CA

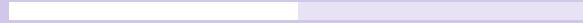
Interest: News, videos

Wants: New car, new job.

Needs: Write more,
take photography class.

Social media uses:

Instagram



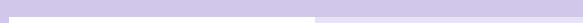
X



Tik tok



Pinterest



Tumblr

