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| **Name – Age Occupation from City, State** | |
| Portrait of Young Woman  *“Jewel’s got you covered!”* | **Personal Background**  Jewel is a New York City radio personality. She host’s the gossip and entertainment segment every morning on 105.1 FM. Jewel is 25 years old. She is currently single but is looking to date someone with the same passion as her. She has no children and lives with her best friend Diamond, who is a celebrity stylist.  Jewel often rides the NYC subway checking for underground talent performing on the platform. She loves catching free concerts in Central Park. Jewel loves her job and goes the extra mile to ensure that she is always the first person to leak that “big story”. She attends a lot of showcases looking for the right tools to build her next story. She has to be in the loop, after all it is her job. |

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| **More About (add name)** | **Engagement & Activities** |
| **Motivators**  Jewel will be aware of what’s happening, who’s featured and when.  **Goals**  Jewel will have exclusive access to content that will provide her with a story for her next segment.  **Needs**  Information, names, and dates. | **Personal Computer:** High/Fluent  **Internet Usage:** High/Fluent Blogs, news, gossip, entertainment, music, sports, fashion.  **Mobile:** High/Fluent  **Social Networking:** Twitter, Instagram, SnapChat, FaceBook, Linkden, pinterest, tumblr, google.  **Television Shows:** VH1, BET, MTV, MTV2, Music Choice, E! News  **Magazines:** ALL |

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| **Scenario** |
| (A narrative describing how the persona is using the website on one specific occasion. Including, but not limited to, the motivation to access the site, the environment in which the persona is when accessing the site, the device used to access the site, the way information is searched and accessed on the site, the response of the persona to the experience.)  1.  Jewel met Chase on Instagram. They have been getting to know each other for 2 months. They built a strong bond and shared many secrets. Chase is a Television host for MTV’s top 10 music video countdown. They have never met in person, but they are both set to cover the ***De La Pua*** concert in Barcelona, Spain.  (Chase and Jewel both used the website to make their schedules for this event. They also made note of their free time so they could finally have their first date.)  2.  Jewel wants to get away from the busy city life and let loose for a while. She decided to explore Spain. ***De La Pua*** will be taking place during the time she would be there, so she decided to explore Barcelona and experience the way they party.  (She will know when and where the event is taking place and who is featured. She will also be able to access travel information)  3.  Jewel has been offered a trip to Spain, all expense paid. But, she must cover the De La Pua Concert before she can hit the resorts. She will have to find a way to schedule her fun around the concert.  (Jewel will know how much time she has in between acts which will allow her to do personal activities while she is in spain) |