Thomas Mitchum

Shawnee Bee Personas

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| **Persona:** | Elderly Female |
| **Photo:** |  |
| **Fictional name:** | Ada Johnson |
| **Job title/ major responsibilities:** | Retired, volunteers at church |
| **Demographics:** | * 75 years old * Married * Mother of three children * Grandmother of 6 children * Retired from the US Government |
| **Goals and tasks:** | Spend time with family and likes community outreach  Spends her day:   * Reads the newpaper * Walks her dog * Like to craft * Loves to bake |
| **Environment:** | She typically browses the internet on a PC. Does not prefer to browse on her iPhone. She is comfortable with using the internet, but no complex tasks |

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| **Persona:** | Young Female |
| **Photo:** |  |
| **Fictional name:** | Ashley Robinson |
| **Job title/ major responsibilities:** | Upstart wedding photographer |
| **Demographics:** | * 29 Years old * Engaged * No Children * Loves to watch crafting videos on Instagram |
| **Goals and tasks:** | * Marketing on Instagram * Uses Photoshop to touch up photos * Scouts photo locations in the country |
| **Environment:** | Very comfortable with technology. Uses Macbook and iPhone to browse the internet. Proficient in Adobe Creative Suite. |

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| **Persona:** | Middle aged suburban man |
| **Photo:** |  |
| **Fictional name:** | Matthew Cortes |
| **Job title/ major responsibilities:** | Financial planner |
| **Demographics:** | * 52 Years old * Married * 3 Children * Upper Middle Class |
| **Goals and tasks:** | * Researches new companies to invest in * Tracks gains and losses using MS Excel * Manages multiple portfolios |
| **Environment:** | Uses a windows machine for work and web browsing. Comfortable with moderate computer tasks. Proficient in MS Office. Uses Android OS for mobile browsing. |