

Persona



Photo by Ilkin Saferov from Pexels

Roger Doe

Age: 32

Education: Masters

Occupation: Management Analyst; \$70k

Marital Status: Single

Housing: Lives alone in a one bedroom home

Interests: Online Reading and Friends



About

Roger is your average guy. He is the introverted one of his friends. He does one big trip a year and likes to go places where he has the opportunity to experience new things.

GOALS

Roger's primary goal is to try new things in France. Roger lives alone and doesn't do much outside the house. He hopes that through this trip he will learn something new and have a good story to come home too.

Concerns

- Miscommunication
- Having a bad time
- Not having a memorable time

