Audience Persona: Sarah Baker

Table of Contents

[2](#_Toc197537081)

[Project Focus: *DataNanny* 2](#_Toc197537082)

[Overview 2](#_Toc197537083)

[Persona Name: Sarah Baker 2](#_Toc197537084)

[Demographics 2](#_Toc197537085)

[**P**sychographics 3](#_Toc197537086)

[Goals and Motivations 3](#_Toc197537087)

[Challenges and Pain Points 3](#_Toc197537088)

[Why Sarah is a Target User 4](#_Toc197537089)

[Conclusion 4](#_Toc197537090)

[References 5](#_Toc197537091)

# A logo of a maid AI-generated content may be incorrect.

Because your data deserves a nanny’s touch.

# Project Focus: *DataNanny*

Overview  
*DataNanny* is a cutting-edge data tracker isolation product designed to provide complete privacy across all personal computing devices, including smartphones, tablets, and computers. Unlike typical privacy applications that work on a per-app basis or are limited to certain devices, *DataNanny* creates a secure, unified, and app-independent environment. To function effectively, it requires installation on all user devices and routes data through a central proxy server, filtering potentially harmful or invasive tracking requests. This system aims to appeal to a wide range of users, including individuals and businesses. For this persona, we focus on the tech-conscious individual consumer segment.

Persona Name: Sarah Baker

A stuffed toy on the grass

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**Age**: 35  
**Gender**: Female  
**Occupation**: Freelance Graphic Designer  
**Location**: Fort Worth, TX  
**Education Level**: Bachelor’s degree in digital media  
**Household Income**: $70,000 annually  
**Tech Skill Level**: Intermediate

Demographics

Sarah is a 35-year-old freelance graphic designer who lives and works out of her home in Fort Worth, Texas. She has a bachelor's degree in digital media and runs her own successful freelance business. Sarah earns around $70,000 per year and manages multiple client projects using her laptop, tablet, and smartphone. She often travels and uses public Wi-Fi networks, which heightens her awareness of digital privacy and data security (*Statista*, 2023). She represents a growing group of professionals who rely heavily on internet-connected tools and services to conduct both their personal and professional lives.

## **P**sychographics

Sarah values independence, security, and ethical business practices. She is conscious of how her data is used online and is frustrated by the aggressive data harvesting tactics of many platforms (Anderson & Kumar, 2019). Transparency in data usage and ethical technology companies are important to her. She seeks tools that empower users to protect themselves without needing a deep background in IT.

Sarah often reads private blogs, subscribes to newsletters about digital security, and uses VPN services. She already takes proactive steps to protect her digital footprint and is part of online forums where users discuss privacy tools and best practices. She prefers using tools that are customizable yet user-friendly and appreciates clear, jargon-free communication from tech providers.

Goals and Motivations

Sarah’s primary motivation for using a product like *DataNanny* is to regain control over her personal information. She wants to ensure that no unauthorized parties can access or sell her data. She also wants a centralized tool that works across all her devices to eliminate the hassle of managing different privacy settings on each platform. Another strong motivator is her desire to support ethical software companies that prioritize user rights over ad revenue *(Rainie & Anderson*, 2017).

Challenges and Pain Points

One of Sarah’s biggest frustrations is the lack of transparency in current data practices. She finds it difficult to keep track of what information is being collected and by whom (*Anderson & Kumar*, 2019). Many tools she has tried either slow down her device performance or require her to monitor each app individually, which becomes tedious. She is also wary of "free" software that profits from selling user data.

Sarah is skeptical of tools that promise privacy but lack credible technical backing. She expects responsive customer service and intuitive user interfaces. Another challenge she often faces is compatibility—many tools are optimized for either desktop or mobile, but not both. She values seamless experiences across all platforms.

A doll with long hair and a white shirt

AI-generated content may be incorrect.Why Sarah is a Target User

Sarah is an ideal target user for *DataNanny* because she represents the kind of engaged informed consumer who actively seeks out privacy-focused solutions. Her lifestyle, which involves working across multiple devices and handling sensitive client data, makes her particularly vulnerable to tracking and data breaches. Her moderate technical knowledge allows her to appreciate the sophistication of *DataNanny* without being overwhelmed by its features.

*DataNanny’s* core promise of a unified, app-independent privacy solution with minimal impact on device performance aligns perfectly with Sarah’s needs. The addition of a user-facing dashboard that allows her to view, challenge, and manage data requests adds value by giving her back control. Given Sarah’s background in digital media and her active presence on social media, she would be a terrific—if not fantastic—advocate for *DataNanny*. Her ability to influence her professional network and privacy-focused communities positions her as an ideal user who could organically promote the product through trusted and authentic engagement.

Conclusion

Sarah Baker exemplifies the modern, tech-savvy consumer who demands more from digital privacy tools. Her combination of professional reliance on technology, personal commitment to data security, and active participation in privacy discourse makes her an essential persona for guiding the development and marketing of *DataNanny*. Designing with Sarah in mind ensures that the product meets the expectations of one of its most valuable user segments.

*A stuffed toy on a beach

AI-generated content may be incorrect.*

*"I don’t want to be a tech expert—I just want to know my data is safe. That’s why tools like DataNanny matter."* — Sarah Baker, Freelance Designer

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