**User Persona: Johnson**

**1. Basic Information**

* **Name**: Johnson
* **Age**: 27
* **Occupation**: Marketing Specialist
* **Location**: Denver, new york

**2. Demographics**

* **Education**: Bachelor's in Business Administration.
* **Relationship Status**: married.
* **Interests**: Yoga, Traveling, Blogging, Rider¸Swimming .

**3. Personal Attributes**

* **Personality**: Friendly, Creative, Curious, attractive.
* **Hobbies**: Exploring, cooking, photography, reading.
* **Favorite Tech**: Smartphone.

**4. Goals**

**Goals:**

* **Personal**: Stay fit by practicing yoga 4 times a week , Listening to songs .
* **Professional**: Grow him career by taking on more leadership projects in marketing.

**5. Tools**

* **Devices**: iPhone 14
* **Apps**:
  + **Work**: Google Analytics.
  + **Personal**: Instagram , Headspace .

**6. Needs**

* **Needs**:
  + A tool that helps him to stay organized both personally and professionally.
  + Easy access to inspirational and motivational content to keep her motivated.

**7. Day-in-the-Life**

* **Morning**: Starts with a morning yoga session, checking emails.
* **Work Hours**: Works from 9 AM - 5 PM, juggling projects and brainstorming creative campaigns and taking breaks .
* **Evening**: Winds down with reading a book, or preparing a new recipe.

**8. Quotes**

* Creativity comes from simplicity.