

Persona for Training site users

Persona name

Sylvia

Background

Sales manager
Work at the same company for 5 years
Married (with 2 children, 5 and 7 years old).

Demographics

Female
Age 30-40
Income: \$80.000,00
Suburban

Identifiers

She wants a changed career and a better salary.
She wants to work from home to spend time with children.
She is rethinking life.