CP PERSONAS

Whitney: 27, tech savvy, Event Manager, self-employed
- **Wants:** more time for self, reduced repetition, impressive reports to show clients
- **Concerns:** affordability, mobile usability, seems like overkill, how much functionality will I actually use?
- **Traits:** Smart, confident, impatient
- **Test Project:** Brewery launch event

Faye: 38, Excel wiz, Exec Assistant for Head of govt Parks Dept
- **Wants:** Ability to handle more projects at once, improved team accountability, reports to show at meetings
- **Concerns:** I don't have a lot of time to learn something new. Is it easy to learn? What can it do that Excel can't?
- **Traits:** Detail oriented, very hard working, whip-cracker
- **Test Project:** Park redevelopment plan

Josh: 42, creative minded, Marketing Manager for global Industrial co.
- **Wants:** I need to improve processes and efficiency just to survive, as well as help with executing and tracking many repetitive tasks. Good to have reports to show at meetings and conferences.
- **Concerns:** Customisable to my work flows?
- **Traits:** Forgetful, overloaded, visual
- **Test Project:** New machine model release