

Persona Notepad

First Impressions

Profile Photo



Name

Jason Diaz

Quotes

Let's hit a trail this weekend with the kids!"

"Everyone say cheese!"

"Aw man, where did the picture go?"

Role

Full-Time Financial Advisor

Demographics

- 32 years old
- Married for 6 years!
- Has two kids, a girl a boy, and a golden retriever named Spike.
- Enjoys golfing and hiking.
- Occasionally goes out drinking with high school buddies.
- Not the best with technology & social media.
- Went to Brown University.

Motivation & Behavior

Goals

What does the user want to achieve?

Keep all of his memories in one place.

Connect with older friends!

Show off his golfing and hiking accomplishments!

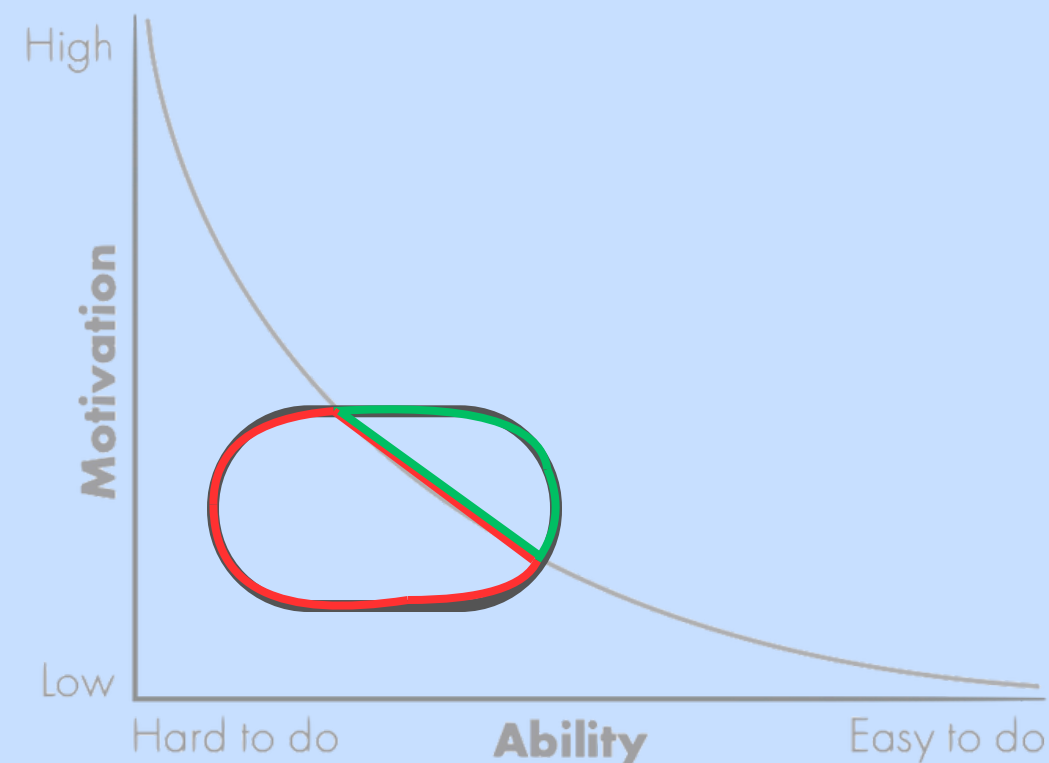
Journey

How does the user currently solve this problem?

Loses his pictures in his camera roll.

Avoids social media because “it’s a mess”.

Motivation vs. Ability



Motivating Factors

Showing friends and family what he’s doing; having memories for his kids to look back on!

Inhibiting Factors

Social media can be difficult to use!

Possible Triggers

Private accounts, no distractions!

Influencers

Wife	Friends	Family
• She doesn't really agree with the idea of posting your kids on the Internet.	• Jason's friends always wanna know what he's up to!	• Agrees in the <u>private</u> account to post his family time!
Hiking	Before Bed	On Break
• Jason posts on Instagram when he can, during or after a hike.	• Watches Instagram Reels with his wife, Sherri.	• During his lunch break at work, Jason consumes Instagram content.

Persona Family

Related Personas

Which other personas are related to this one?

Persona: Laurie

Relationship: Mother-In-Law

- HEAVY Instagram user
- wants to see her grandbabies!

Persona: Sherri

Relationship: Wife

- doesn't agree with posting your kids on the internet, but lets Jason do it from his private account.

Persona: David

Relationship: Best Friend

- doesn't really use social media, prefers old-fashioned phone calls

Persona Matrix

How does this persona fit, in the context of other presonas?

