

Persona Notepad

First Impressions



Profile Photo



Name

Vanessa

Quotes

“I enjoy trying new things!”

“My friends are some of the funniest people I know!”

“School can get pretty overwhelming with work.”

Role

Full-Time Student Employee

Demographics

- 21 years old
- Works in retail, full time!
- Enjoys fashion & new ideas
- Active on social media
- Enjoys talking to friends
- Gets a bit distracted with work
- Enjoys traveling & photography

Motivation & Behavior



Goals

What does the user want to achieve?

Enjoys showing off her photography, she wants to grow socially but isn't sure how.

Can't decide on an aesthetic for her feed!

Often gets tired of doom scrolling! :/

Journey

How does the user currently solve this problem?

Keeps her photography in her camera roll.

Often avoids all social media to stay away from doom scrolling.

Motivation vs. Ability



Motivating Factors

Showing others her photography & making new friends!

Inhibiting Factors

Indecisiveness, too many distractions.

Possible Triggers

Opportunity for sharing her work!

Influencers

Employers	Social Media Influencers	Parents
• Work often takes over, and employers make the schedules.	• “Social media influencers always seem like they’re living the dream life!”	• Often make decisions for school, other adult decisions, etc.
On Break	Before Bed	In The Car
• At work, Instagram is often used during her break.	• Doom scrolling!	• When she <u>isn’t</u> driving!

Persona Family

Related Personas

Which other personas are related to this one?

Persona: Cristabel

Relationship: Sister

- AVID social media user
- mostly consumes content

Persona: Ariely

Relationship: Best Friend

- wants to become an influencer!
- posts occasional content

Persona: Brenda

Relationship: Mom

- posts often with her kids (proud moments, accomplishments, interests)

Persona Matrix

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

