

NAME _____

QUOTE _____

BIO _____



TOP PERSONALITY TRAITS

AGE _____

JOB _____

FAMILY _____

LOCATION _____

DEVICE

Desktop

Mobile

BROWSER

Old

Modern

GOALS

- _____
- _____

CONTACT METHOD

In-Person

Phone

Online

MOTIVATIONS

Significance

- _____ (/10)
- _____ (/10)
- _____ (/10)

FRUSTRATIONS

Significance

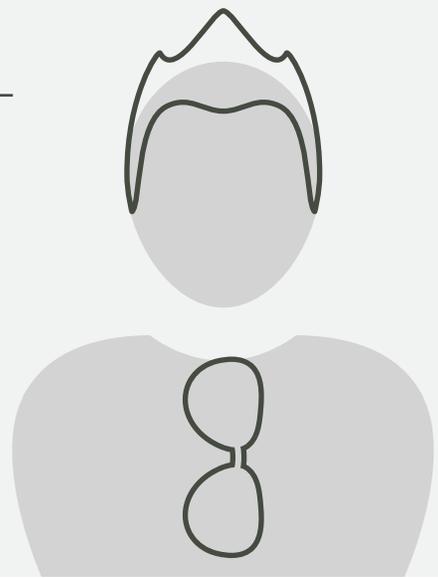
- _____ (/10)
- _____ (/10)
- _____ (/10)

AGENCY _____

NAME Cool Chris

QUOTE My database is pretty sweet.

BIO “Jack-of-all-trades” in technology.
Thinks his database is amazing.
Doesn't care to accommodate anything
that disrupts his masterpiece. Prefers
limited collaboration. Only wants to
attend meetings involving him.



TOP PERSONALITY TRAITS

Capable Self-Serving Efficient

AGE 35
JOB Database Administrator
FAMILY Single
LOCATION Atlanta, GA

DEVICE
Desktop _____ X _____ Mobile

BROWSER
Old _____ _____ X Modern

GOALS
• Freedom to do things his own way
• To feel validated

CONTACT METHOD
In-Person _____ Phone _____ X _____ Online

MOTIVATIONS Significance
• Incentives (4/10)
• Task Completion (7/10)
• Self-Purpose (8/10)

FRUSTRATIONS Significance
• Micromanaged (8/10)
• Overcommunication (9/10)
• Underwhelmed (5/10)

AGENCY Digital Services Georgia

Cool Chris

“My database is pretty sweet.”

“Jack-of-all-trades” in technology. Thinks his database is amazing. Doesn’t care to accommodate anything that disrupts his masterpiece. Prefers limited collaboration. Only wants to attend meetings involving him.



TOP PERSONALITY TRAITS

Capable

Self-Serving

Efficient

AGE 35
JOB Database Administrator
FAMILY Single
LOCATION Atlanta, GA

DEVICE
Desktop Mobile

BROWSER
Old Modern

GOALS
Freedom to do things his own way.
To feel validated.

CONTACT METHOD
In-Person Phone Online

MOTIVATIONS

Incentives	<div style="width: 20%;"></div>
Task Completion	<div style="width: 35%;"></div>
Self-Purpose	<div style="width: 40%;"></div>

FRUSTRATIONS

Micromanaged	<div style="width: 70%;"></div>
Overcommunication	<div style="width: 75%;"></div>
Underwhelmed	<div style="width: 30%;"></div>