

360 Life - Personas

			
Name:	Susan Jeffreys	Mike Cash	Johnny Bledsoe
Quote:	"I want to create more balance in my life."	"I'm already successful but want a tool that allows me to create new goals and track my accomplishments."	"I'm tired of using paper based tools that are easily lost or destroyed and tie me to my office."
Key goals:	<ul style="list-style-type: none"> • Create a more balanced and fulfilling life • Live holistically 	<ul style="list-style-type: none"> • Plan for the future • Set goals • Document accomplishments 	<ul style="list-style-type: none"> • Use digitized tools for clients • Become more organized in his practice • Have the ability to work from anywhere
Problems or pain points:	I am feeling terribly overwhelmed in some areas of my life which results in me completely overlooking and neglecting other areas.	Although life is great, it is going at such a fast pace that there is no way for me to track my accomplishments or methodically plan my future.	<ul style="list-style-type: none"> • Need a way to work with clients that doesn't require face-to-face interaction • Would like to have immediate access to customer records regardless of physical location
Age:	36	27	42
Marital status:	Single	Single	Married
Location:	London, England	Atlanta, Georgia	Columbus, Ohio
Level of education:	Some college	Bachelors degree in computer science	Masters degree in spiritual psychology
Occupation:	Freelance graphic designer	Internet entrepreneur	Life coach
Hobbies:	<ul style="list-style-type: none"> • Reading • Visiting art galleries and museums • Zumba 	<ul style="list-style-type: none"> • Surfing the internet • Learning new tools and technologies • Attending live music concerts • Football fanatic 	<ul style="list-style-type: none"> • Reading • Attending life coaching events and conferences • Playing chess • Paying golf
Tech-savviness:	Intermediate	Expert	Beginner
Why are they using the product?	To identify the key areas in her life that need the most attention; set desirable, realistic and achievable goals; track and chart progress and get a feeling of accomplishment.	To set, track and view personal and professional accomplishments.	To be able to coach clients from around the world with the aid of an online tool.
Needs?	<ul style="list-style-type: none"> • Uncomplicated, simple, intuitive interface • Easy to understand charts and graphs • Ability to print information • Ability to access the tool from a desktop, laptop, tablet or phone 	<ul style="list-style-type: none"> • A way to prioritize tasks • Ability to add notes and capture ideas • Set due dates • Add alarms and reminders 	<ul style="list-style-type: none"> • Simple interface • Ability to generate comparison reports from previous sessions • Notification of client updates or changes