

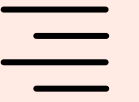
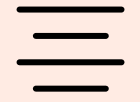
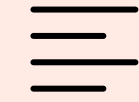
Likes, Dislikes, Similarities, Patterns



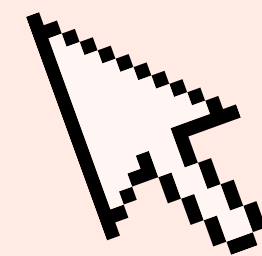
B

I

U



Creating Personas



USER INTRODUCTION

MILLENNIAL MEL PERSONA

Mel is a black millennial who works in marketing but wants to shift to work for a tech company. Early on in the pandemic she realized she needed to make a career change and is working towards that goal.

Spends money on going out with friends, concerts, and trips. She also hopes to be able to get a puppy soon, when she moves out of her apartment with roommates.

BOOMER BILL PERSONA

Bill is a white male who recently celebrated his 60th birthday and is focused on retirement in the next five years. He lives with his wife in a townhouse in Seattle. He feels lucky that he lives near his family. Bill misses his daily bike rides to work but not the daily commute!

Bill has lots of disposable income and enjoys spending money on projects around the house, family trips, and going to nice restaurants.



PERSONA 2 : MELINEIAL MEL

DEMOGRAPHICS: LATE TWENTIES, BLACK, SINGLE, EARNS : 90K-150K A YEAR

MOTIVATION: MOTIVATED TO WORK HARD AND MOVE FORWARD TO GROW IN CARRER. LESS DISTRACTION BECAUSE SHE COULD NOT GO OUT TO EAT, TO CONCERTS, OR TO BARS.

PLAN FOR FUTURE: HOPED THAT THINGS WOULD GET BETTER, FOCUSED ON CAREER AND MAKING A CAREER CHANGE .

DAILY ROUTINE: WOULD TRY TO GET DAILY EXERCISE, WORK FROM HOME, AND SPEND TIME WITH FRIENDS AND FAMILY



PERSONA 2 : MELINEIAL MEL



SOCIAL: TRIED TO STAY IN TOUCH WITH FRIENDS AND FAMILY OVER ZOOM, FACETIME, AND KEEP IN TOUCH WITH LOCAL FRIENDS

IMPACT OF COVID: LOTS OF POLITICAL DIVISION AND ANTI-MASK/ANTI-VAXX VS PRO-MASK/PRO-VAXX. BUT ALSO POSITIVES LIKE EMBRACING A MORE FLEXIBLE WORK SCHEDULE, TIME TO REFLECT ON WHAT IS IMPORTANT IN LIFE, EARLY ON IN COVID LESS PEOPLE WERE DRIVING HAVING A POSITIVE IMPACT ON THE ENVIRONMENT.

ENTERTAINMENT: WATCHED TOO MUCH TV, WENT FOR LOTS OF WALKS, WORKED OUT, TRIED TO LEARN NEW SKILLS.



PERSONA 1 : BOOMER BILL



DEMOGRAPHICS: WHITE, MARRIED, EARLY SIXTIES, INCOME :
120K-450K

MOTIVATED: SO MUCH TO BE DISCOVERED WHEN COVID FIRST
HIT AND WAS APPRECIATIVE OF BEING ABLE TO WORK FROM
HOME

PLAN FOR FUTURE: DIDN'T PLAN FOR FUTURE, FOCUSED
ON BEING ABLE TO BE WITH FAMILY AND CREATE A
#QUARENTEAM

DAILY ROUTINE: EMBRACED THE WORK-FROM-HOME
LIFESTYLE, APPRECIATED LESS STRESS IN THE MORNING,
AND FOCUSED ON WORK/PROJECTS AROUND THE HOUSE.



PERSONA 1 : BOOMER BILL



SOCIAL: ATTENDED A COUPLE OF ZOOM HAPPY HOURS BUT MOSTLY COMMUNICATED WITH FRIENDS AND FAMILY VIA PHONE CALLS/TEXT

IMPACT OF COVID: LOTS OF DIVISION AMONGST POLITICAL PARTIES, ANTI-VAXX VS PRO-VAXX AND AN IMMENSE AMOUNT OF STRESS WAS PUT ON THE MEDICAL SYSTEM. THERE WERE ALSO MORE POSITIVE ASPECTS: FLEXIBLE WORK SCHEDULE, POSITIVE IMPACT ON THE ENVIRONMENT (AT FIRST).

ENTERTAINMENT: LOTS OF TV, GOING ON WALKS AND DOING PUZZLES



PERSONA 2 : MELINEIAL MEL

GENERATIONAL COVERAGE

Mellinial

HOBBIES / INTERESTS

Working out, hiking, cooking, puzzles, zoom nights/cocktails with friends/quarantine pod

STATS

Liberal, urban living, Black, 2K disposable income per month



PERSONA 1 : BOOMER BILL

GENERATIONAL COVERAGE

late baby boomers

HOBBIES / INTERESTS

bike riding, cooking, house projects, crossword puzzles

STATS

White, urban lifestyle, liberal, 6K disposable income per month



USER PAIN POINTS & NEEDS: MEL

CAREER CHANGE DESIRED: DUE TO THE AMOUNT OF TIME TO REFLECT, REALIZED NEEDED TO MAKE A CAREER CHANGE. IT WAS CHALLENGING DURING THAT TIME BECAUSE THE ECONOMY WAS IN JEOPARDY AND UNSTABLE.

LACK OF PERSONAL SPACE: LIVES WITH THREE OTHER ROOMMATES IN A HOUSE. LACK OF PERSONAL SPACE WHEN EVERYONE IS WORKING FROM HOME.

CAREER CHANGE DESIRED: DUE TO LACK OF DISTRACTION, FILLED THE TIME WITH FOCUSING ON CHANGE IN CAREER AND CAREER ADVANCEMENT BY FINDING AN APPRENTICESHIP.

LACK OF ACTIVITY: LACK OF OPTIONS TO GO OUT, GO TO CONCERTS, RESTAURANTS, LED TO FEELINGS OF RESTLESSNESS/CABAIN FEVER



USER PAIN POINTS & NEEDS: BILL



INABILITY TO MAKE PLANS: DUE TO THE STATE OF THE WORLD IN EARLY COVID, IT WAS CHALLENGING TO NOT BE ABLE TO MAKE PLANS WITH FRIENDS/FAMILY.

OVERWHELMED BY SOCIAL CHANGE/UNREST: IN EARLY COVID, THE LACK OF POLITICAL STABILITY AND SOCIAL UNREST CAUSED STRESS AND FRUSTRATION FOR BILL BUT ALSO FROM A SOCIETAL PERSPECTIVE

APPRECIATION OF LIVING SPACE: WORKING FROM HOME AND SPENDING SO MUCH TIME AT HOME HAS MADE BILL EVEN MORE GRATEFUL TO HAVE A NICE HOME WITH PLENTY OF SPACE.

EMBRACED NEW ROUTINES: ENJOYED WORKING FROM HOME AND NOT HAVING TO COMMUTE TO WORK EVERYDAY.

CONTENT & SERVICES: MEL



Dove into tracking the news, especially politics leading up to the 2020 election and other services like: *NPR, New York Times*.

Watched all of the content on streaming services: Netflix, Hulu, AppleTV etc.

Also watched more reality TV than before, shows like *Love Is Blind* and *Tiger King*.

Started watching more shows, clips on YouTube, like *Some Good News* and *Bon Appetit* videos (before the pay disparity controversy).

increased online shopping, even more than before, especially for household items or furniture, something I Mel spent less money on before Covid.

CONTENT & SERVICES: BILL



Heavily read the news: *NPR, New York Times, Seattle Times*

Streaming services; Netflix, Apple TV, Amazon Prime

Used Washington Public Health website to track information about Covid

Increased buying household products and supplies on Amazon Prime, did not buy groceries online.

Started attending more virtual events like, Town Hall Seattle lectures

REFERENCES

Birnstengel, Grace. *PBS Newshour*. August 20, 2020.

<https://www.pbs.org/newshour/health/in-a-covid-19-world-which-generation-is-coping-best>.

Cherry, Kerry. *Very Well Mind*. August 6, 2021. <https://www.verywellmind.com/how-different-generations-are-responding-to-covid-19-4802517>

Flynn, Kathryn. *CNN*. June 10, 2020. <https://www.cnn.com/2020/06/10/media/bon-appetit-apologizes/index.html>.

Schawbel, Dan. *LinkedIn News*. August 24, 2020. <https://www.linkedin.com/pulse/how-covid-19-has-impacted-different-generations-workers-dan-schawbel/>.