



Theresa

Client User Persona

Age: 36

Education: Bachelors degree

Occupation: Software developer

Environments:

- Physical - works from office space
- Technological - blog & podcast for women in tech; social media (LinkedIn, Instagram, Facebook, TikTok), email, phone and video calls

Values: Providing advice and resources for women entering the tech field; educating people on the tech industry

Challenges: Leadership development, career climbing, updating resume and portfolio, social media presence

Motivations: Wants to become more confident and competitive to earn a promotion in her company

Business/Company Goals: Assert herself as a competent leader at work to earn a promotion; set a five-year plan to climb company ladder; organize resume and portfolio to reflect new achievements; establish her social media presence as "the go-to spot" or resource for women starting in tech

Thoughts on career climbing: "It's been a dream to have gotten my foot in the tech industry; now I want to take my career to the next level. I'm ready for a new role and new responsibilities within my company."

Relevant attributes to the problem space: Feelings of imposter syndrome and insecurities about leading in a male-dominated field; little leadership experience at her job, but leadership potential proven through social media platforms and efforts



Mira

Client User Persona

Age: 51

Education: Masters degree

Occupation: Founder of financial services startup (8 employees)

Environments:

- Physical - works from office, home; travel
- Technological - business website; social media (LinkedIn, Facebook), email, phone and video calls

Values: Financial literacy and independence; work/life balance; setting and achieving career goals; living luxuriously

Challenges: Marketing; updating resume

Motivations: Gaining new clients; reaching a broader demographic

Business/Company Goals: Improve website and expand social media presence (optimizing current platforms and promoting business on new ones); increase number of clients who sign up for services

Thoughts on owning a business: "I've reached new heights in my career--from studying finance to starting my own financial business--and I need a resume and clientele base to reflect that."

Relevant attributes to the problem space: Has worked previously as a wiseHer Financial Advisor & familiar with wiseHer's services





Sean

Client User Persona

Age: 35

Education: High school diploma

Occupation: Founder of dog-walking business (6 employees)

Environments:

- Physical - works from home; cafes; designated work spaces
- Technological - business website; social media (LinkedIn, Instagram, Facebook), email, phone and video calls

Values: Animal welfare, entrepreneurship, personal relationships

Challenges: Leadership development; conflict resolution

Motivations: Wants to gather as much knowledge and expertise on running a business as possible

Business/Company Goals: Gain control of his team and lack of productivity; increase income and clientele; and achieve success without damaging personal relationships with employees

Thoughts on owning a business: "If you're thinking about hiring your friends...don't."

Relevant attributes to the problem space: First-time business owner, doesn't know who to trust or where to turn for guidance; hired personal friends as employees and experiencing "drama" (conflict)