



ANA SERRATOS

23

Income: \$43,000

Education: B.A (Communications)

Interests: Film & Video Editing

NEEDS & GOALS

- Wants to apply to jobs fast and easy
- Wants job in her field
- Wants to know jobs are legit
- Able to direct message person listing offer

OBSTACLES

- Too much application hassle
- Difficult to navigate website
- No verification feature
- No direct messaging feature

DEMOGRAPHICS

- Living alone
- Working as a full-time fast food employee
- Little free time