



Persona type	Professional
Name	Nancy S.
Age	29
Location	California
Technical comfort	Very confident
Job Title	Program Coordinator

Back story

Tell us a bit about their responsibilities and interests.

Nancy is multi-talented Program Coordinator administrative professional with 5 years of experience specializing in managing, coordinating and overseeing of planning, implementing, marketing and evaluating different programs and projects. Her interests include professional advancement seminars, yoga, international travel, sports, reading, technology and community involvement.

Motivations

How have they found or heard about the website/service? Why would they be interested?

Nancy heard about our website/service through a Google Ads while googling a mobile resume builder and would be interested in staying up to date with her resume as she progresses through her career.

Goals

What do they want to get out of this service? What are they aiming to achieve?

Nancy would like a professional resume builder specifically tailored to her industry, easy to modify, have grammar check capabilities/support and able to download multiple file formats on the go. She is aiming to achieve a resume builder that she change on the fly and be loyal to the service while her career advances.

Barriers

What would stop them from visiting, choosing and using the website/service. What would annoy them as they use it?

There are many reasons why Nancy would stop choosing our service; these include a tedious resume builder process, bad user experience and bad customer reviews. The extent to which a company invests into its design and customer service will dictate whether a service is successful.

Nancy will not use a service with tedious persistence bugs, bad UX design, and a service that is a cookie cutter of another service. She doesn't want to invest in a service that just follows or has the guidelines of other services.

Quote

We'll know we've done a good job when this persona tells us

“

Your service has given me the most control over any other resume builder and its a true reflection of your committed values.

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