

# Persona Idea



## Background Information/Personality

- Name: Crystal Young
- Age: 20
- Family: Mom, Dad, little brother, grandparents
- Gender: Female
- Birthplace: Arizona
- Location: Atlanta, GA
- Ethnicity: Philippines (Filipina)
- Education: High School Diploma, College Student (Georgia State), Sophomore
- Living Space: Apartment (has an office for working, small)
- Status: Single (not a priority)
- Pets: Two Dogs (Sarah, and Sasha, Outgoing, can be lonely easily)
- Low Patience Threshold
- Likes Traveling
- Hard Worker
- Outgoing
- Adventurous
- Extroverted

- Curious
- Looks for easy solutions to problems and tasks.

### **Job Title**

- Intern at a digital marketing agency called WebFX.
- First job
- Started late January 2024

### **Hobbies**

- Reading
- Cooking
- Shopping
- Camping
- Running

### **Expertise**

- She has used the Transloc a few times, but not too frequently.
- Does not know anything about how the tracking system works.
- One of her cousins works for an app like Transloc.

### **Context of Use**

- Uses the website without her dogs around.
- She is in her office.

### **Short Term Goals**

- Find easy modes of transportation so she can go and come home from work without trouble.
- Succeed at her job to provide for herself.

### **Long Term Goal**

- Become the youngest CEO in digital marketing.
- Work for a large corporation,
- Go somewhere out of the country.

### **Quote**

Changing lives one connection at a time.