

User Persona



Nikki

Basic Information

Age: 7
Occupation: **Student**
Lives in: **Singapore**

Likes

- * Going outdoors
- * Colours
- * Watching TV
- * Listening to music
- * Parks

Dislikes

- * Long talks
- * Vegetables
- * Newspapers
- * Homework
- * Anything adult!

She is:

- Fun!
- Energetic!
- Enthusiastic!
- Friendly!

Negative User Persona



Sasha

Basic Information

Age: **35**
Occupation: **Dentist**
Lives in: **Dubai**

Likes

- * Fine dining
- * Shopping
- * Non-fiction
- * Photography
- * Watching documentaries

Dislikes

- * Museum visits
- * Noisy environments
- * Exercise
- * Stress
- * Children

She is:



Driven!



Ambitious!



Professional!



Practical!

