

Persona Relationship



Behaviour
Tyler is usually easy-going, but gets very serious when it comes to work. Tyler never misses a family gathering, and makes sure that his personal and professional life remains separate.



Persona 1

Tyler Lewis
(A.K.A. DJ Double-D)
31
Professional DJ



Values
Shirley and Tyler are both family-oriented, and both emphasize on the importance of time. They also like to experience something new, such as meeting new people.



Motivations
Shirley, Tyler, Sheldon are likely to be motivated by the people around them. Shirley's decisions tend to be influenced by her friends in order to be acknowledged by her peers.



Frustration
Sheldon is frustrated about the fact that he is often hesitant of his own decisions. He is constantly in need of recognition from others.



Goal
Shirley has a clear short-term goal, but has not given much thoughts about her long-term life goals. She will have plenty of time to think about it after she has graduated.



Persona 2

Shirley Whyte
22
Student/Barista

Aptitudes
All three personas share a common creative background and is quick to adapt to new ideas and technologies.



Persona 3

Sheldon Bling
24
Free-lances Artist



Behaviour
Shirley wants to get the most out of her life. She love experience new things and share them with her friends and family. She enjoys being surrounded by her loved ones.

Frustration
Shirley always felt that she could squeeze out more time for herself. Even an extra 30 minutes of sleep would mean the world to her. She also hate waiting for bus in the cold.



Behaviour
Sheldon likes to be involved in groups and clubs. It gives him a sense of belonging. He is always active in all sorts of communities, be it online or in real life.

Goal
Sheldon has no clear long-term goals, because he believe that life is full of surprises. But he does have a clear goal of making new friends from the DJ industry.



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