USER PERSONA

DEMOGRAPHICS

AGE: 20
GENDER: Male
CITY: Santa Monica
MARITAL STATUS: Single
KIDS: None
EDUCATION: Undergraduate Student
OCCUPATION: Production Assistant Intern
INCOME: $10,000 year

GOALS/OBJECTIVES

Access information as needed ASAP
Check e-mail, social networking sites
Surf web favorites and video stream
Access digital entertainment on the go (mobile)
Complete AA degree to transfer to UCLA or USC

LIFESTYLE

Nathan is a second year student at Santa Monica College. He is currently finishing his Associate of Arts Degree majoring in Digital Media. He plans to transfer to UCLA or USC to get his Bachelors Degree and eventually work in multimedia productions in the entertainment industry. He lives with his parents in Sherman Oaks, California and commutes to college and paid-intern work in Culver City.

As a Digital Media major, Nathan enjoys using his Ipad, mac lap top, Mac and PC desktops, iphone and the fast 4g network that his mobile hot spot provides to access entertainment and information as needed on the go. He prefers Firefox as his main browser for his computers, but prefers Chrome on his PC. He also enjoys using several apps on his ipad and iphone as well as playing games for entertainment.

He uses Facebook and twitter as his main social networking sites and accesses SMC.edu almost everyday to check on school homework and requirements.

On his spare time, Nathan enjoys running, working out, swimming and going out with friends.