

Worksheet **Persona**



Age

Gender

Location

Marital Status

Children

Pets

Hobbies

Occupation

Level of Education

Bio

Amy is a 37 year old professional, who has been married for 9 years and has 2 children, ages 10 and 8. She owns a home in Halton Hills. Amy works as a consultant with a large bank and commutes to work daily in Toronto via the GoTrain. She has a Bachelor's degree in Business. Amy and her partner are handy, but they do not have a lot of time to work on their home.

They outsource time-consuming tasks like cleaning, property maintenance and larger handy tasks to professionals to spend more quality time with the children. However, when it comes to interior design, Amy and her partner are very proficient, so they do that work themselves (painting, hanging pictures, changing light fixtures). In her spare time, Amy likes gardening, yoga, and taking her kids to karate.
