

Customer Persona

Sarah Clark Johnson



Profile:

Sarah is married and in a committed relationship. She has no kids but is an aunt to her older sister and brother's kids. Sarah works from home as a graphic designer, she can choose her own hours. She enjoys spending time with friends and has strong bonds with her large family. She participates in community endeavours and regularly uses social media such as Instagram, **Pinterest**, **YouTube** and **Facebook** for inspiration. Furthermore, Sarah defines herself as a unique trendsetter. She enjoys the freedom of making her own decisions over her money and likes spoiling her friends and family members.

Sarah is very content with life and finds joy in the little things, spending time with friends and family as well as having a balanced work life.

Demographic

Female, works from home, married, no kids.

Interests

Sarah keeps up with pop culture. She watches various comedies, romantic comedies, action thrillers and adult animation movies and series like Meet the Millers, Snatch, Salt and Family Guy, respectfully.

Goals:

Get her own business off the ground one day
Get kids eventually.
Find easy solutions to complicated problems.
Move to a foreign country.

Motivations:

Sarah loves her family and enjoys spending time with them; she makes time to get to know everyone on a personal level. Sarah is motivated by inspiration, creativity and things that can make her life easier and more convenient.
Sarah enjoys traveling with her husband.

Frustrations:

Politics does not fuss, Sarah. She is more condescending about the happiness of the people in her life.
Sarah hates it if people waste her time. She also hates going to places with many people when she shops.

Age:

28

Occupation: **Graphic Designer**

Location: **Cape Town**

Education: **Bachelor Degree**

Personality

Content, happy, loved by many, free spirited, carries herself well, well groomed and well organized.



A Day to Day with Sarah Clark Johnson

Wednesday 1 to Monday 6 February

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4

Wednesday 1 Feb

Morning:

- Wake up at 6 am with alarm.
- Feed cats.
- Turn on television to catch up on YouTube news.
- Get in shower.
- Make a coffee.
- Start work day from home office at 8 am.

Afternoon:

- Lunch break, make another cup of coffee while catching up on series.
- After lunch break its back to work with Online meetings etc.

Evening:

- Dinner time, by now work has stopped
- Food preparation commences around 6 pm, just in time for her husband to get home from his engineering job.
- After dinner, she spends time with her husband before going to bed, where she scrolls her phone for an hour before turning in.

Thursday 2 Feb

Morning:

- Wake up at 6:30 am with alarm, after hitting snooze a few times.
- Feed cats.
- Turn on television to catch up on YouTube news.
- Get in shower.
- Make a coffee.
- Check social media for event updates.
- Start work day from home office at 8 am.

Afternoon:

- Lunch break, make another cup of coffee, start looking for events and parties that are happening over the weekend.
- After lunch break its back to work.

Evening:

- Dinner time, by now work has stopped
- Food preparation commences around 6 pm. Husband is working late.
- Checks emails and pays bills from phone.
- She goes to bed early where she scrolls her phone for an hour before turning in.

Friday 3 Feb

Morning:

- Wake up at 7 am with alarm.
- Feed cats.
- Turn on television to catch up on YouTube news.
- Get in shower.
- Make a coffee.
- Star work day from home office at 9 am.

Afternoon:

- Lunch break, chats to her sister about their mothers birthday coming up and that she would like to go out to celebrate her birthday this coming Sunday.

Evening:

- Gets ready after work to go out with a friend she has not seen in a while. The friend had a baby recently and has been very busy with becoming a mom.
- Gets home after the meetup, spends some time with her husband on the couch with a movie.
- Fall asleep on couch, goes to bed around 2 am.





A Day to Day with Sarah Clark Johnson

Wednesday 1 to Monday 6 February

SUN

MON

TUE

WED

THU

FRI

SAT

5

6

7

8

9

10

11

Saturday 4 Feb

Sunday 5 Feb

Monday 6 Feb

Morning:

- Wake up at 9 am with no alarm.
- Feed cats.
- Watch series with husband until 12 pm.

Afternoon:

- Meet up with Grandmother for tea.

Evening:

- Go to movies with husband and friends.
- Have dinner.
- Get home at 12 pm.
- Go to bed.

Morning:

- Wake up at 6:20 am with alarm, after hitting snooze a few times.
- Feed cats.
- Get ready for Church.
- Go to Church.
- Stay after Church to help arrange a fundraiser.

Afternoon:

- Meet up for lunch with intermittent family members to celebrate mothers birthday.
- Get home later afternoon.

Evening:

- Has a Skype call with her friend that lives in America.
- Prepare for the work week ahead.
- Go to bed.

Morning:

- Wake up at 6 am with alarm.
- Feed cats.
- Turn on television to catch up on YouTube news.
- Get in shower.
- Make a coffee.
- Start work day from home office at 8 am.

Afternoon:

- Lunch break, quickly go to the shop to buy essentials.
- After lunch break its back to work with Online meetings etc.

Evening:

- Dinner time, by now work has stopped
- Food preparation commences around 6 pm, just in time for her husband to get home from his engineering job.
- After dinner, she spends time with her husband before going to bed, where she scrolls her phone for an hour before turning in.

