



USER PERSONA

Adeline Pamerson

Demographic Data

Age: 27

Gender: Female

Race: Hispanic/Latino

Living location: Chicago, IL

Marital Status: Single

Number of Children: 2

Household Income: \$60,000 - \$80,000

About Behavior

Adeline is a single mom with a set of twins. Her son and daughter are both 8 years old, in the 3rd grade and play soccer. Adeline uses her car a lot to take her kids to school, soccer practice run errands, handle family matters and drive herself to work.

Education History

Taft High school Aug 2008 - June 2012

DePaul University Sept 2012 - May 2016

Associates in Business Administration

Work Experience

Wylander Oct 2020 - Present

Project Estimator

- Communicates with project manager
- Estimates construction cost

Motivation/Goals

- Adeline wants to pay off her own student loans and be able to afford putting her children through school
- Eventually, Adeline wants to move up to project manager to afford the lifestyle she desires

Challenges

- Adeline has a budget she does not like to go over in order for her to save money
- Adeline is near sighted and has to wear glasses when driving
- Adeline's first language is Spanish, her second language is English in which she can speak it fluently