



USER NAME: Mia Carter

AGE: 34



THE BUSY PARENT

Mia is a full-time working mom with three kids under the age of six, constantly juggling work, childcare, and household tasks. She often finds herself cooking while holding a toddler or styling her hair while keeping an eye on her children.

Anything she uses must be quick, intuitive, and mess-free. If a product requires too much setup or more than one hand to operate, she'll give up on it immediately.



USER NAME: Lucas Nguyen

AGE: 26



THE SOCIAL MEDIA ADDICT

Lucas is a digital content creator who spends hours filming, editing, and posting on TikTok and Instagram. He relies on gadgets that help him capture content efficiently, whether it's a smartphone tripod for hands-free recording or a beauty tool that makes him camera-ready in seconds.

A product must be sleek, easy to use, and visually appealing—if it's bulky, unattractive, or requires too much effort, it won't make the cut.



USER NAME: Sofía Ramos

AGE: 62

THE ARTHRITIS FIGHTER



Sofía is a retired teacher who loves to cook but suffers from severe arthritis in her hands, making it painful to grip, twist, or apply pressure. She avoids tools with small handles or stiff mechanisms, preferring those that require minimal effort.

If a product isn't comfortable to hold or forces her to strain her fingers, she won't be able to use it at all.



USER NAME: Priya Kapoor

AGE: 29



THE MINIMALIST TRAVELER

Priya works remotely and travels full-time, living out of a single carry-on suitcase. She only keeps items that are compact, lightweight, and multi-functional.

If a product is bulky, requires too many attachments, or can't fit in a small bag, she won't use it. She values sleek, space-saving designs that still feel high-quality and efficient.



USER NAME: Ahmed Al-Farsi

AGE: 50



THE VISION- IMPAIRED USER

Ahmed works in an office and enjoys cooking at home, but he has low vision, making small text, unclear buttons, and color-coded instructions difficult to navigate. If a product relies too much on tiny labels, subtle design cues, or weak contrast, he'll struggle to use it.

He prefers tools that have clear tactile indicators, high-contrast visuals, or audio feedback.



USER NAME: Bethany Evans

AGE: 72



THE SLOW TECH ADOPTER

Bethany is a retired nurse who enjoys trying new things but often finds modern devices confusing. If a product isn't immediately intuitive, she feels frustrated and gives up. She dislikes small buttons, hidden functions, and complicated setups.

She needs straightforward designs with clear instructions, otherwise, she'll resort to her old, familiar tools.



USER NAME: Jimmy Brooks

AGE: 65



THE PARKINSON'S WARRIOR

Jimmy is a retired construction worker who loves cooking but has developed tremors due to Parkinson's disease. He struggles with precision tasks and often drops small objects.

Anything requiring a steady hand, delicate grip, or intricate control is difficult for him. He looks for products with grippy, stable designs that accommodate his tremors and reduce frustration.



USER NAME: Marco De Luca

AGE: 37



THE HYPER- IMPATIENT USER

Marco is a sales executive with zero patience for complicated products. If something takes too long to set up or isn't immediately functional, he loses interest.

He despises unnecessary steps, hidden features, and anything that forces him to read a long manual. If a product isn't intuitive within seconds, he moves on.



USER NAME: Hannah Wright

AGE: 48



THE ECO- WARRIOR

Hannah is passionate about sustainability and refuses to buy anything that feels wasteful. She avoids plastic-heavy packaging, single-use products, and anything with a short lifespan.

If a product isn't eco-friendly or at least durable enough to justify its existence, she won't consider it.



USER NAME: Elijah Brown

AGE: 27



THE EXTREME MINIMALIST

Elijah owns only 30 personal items and refuses to buy anything new unless it replaces an existing object or serves multiple purposes.

He despises clutter and won't tolerate products with unnecessary features or bulky designs. If it's not sleek, multi-functional, and built to last, he won't even consider it.



USER NAME: Caroline Feng

AGE: 60



THE GRANDMOTHER RAISING TODDLERS

Caroline is raising her two energetic grandkids, ages three and five. She needs everything in her home to be kid-friendly, durable, and easy to clean.

If a product has small, breakable parts, sharp edges, or a complicated setup, it won't work for her chaotic household.



USER NAME: Sam Richards

AGE: 33



THE EVERYTHING RIGHT NOW MINDSET

Sam struggles with focus, complex instructions, and delayed feedback. If a product requires multiple steps, has unclear instructions, or doesn't provide instant gratification, he gets frustrated and loses interest.

He needs simple, engaging, and highly intuitive designs.



USER NAME: Benjamin “Benji” Lee

AGE: 40



THE CHRONIC PAIN SURVIVOR

Benji deals with chronic pain, which makes tasks involving repetitive movements or pressure challenging. He seeks tools designed with ergonomic grips and minimal resistance to reduce discomfort.

If a product requires too much force or lacks thoughtful, pain-friendly features, he will avoid it.



USER NAME: Jordan Smith

AGE: 55



THE HEAVY-HANDED USER

Jordan has a habit of using excessive force when handling objects, often breaking delicate tools.

He struggles with anything that requires finesse, preferring sturdy, durable products that won't crack under pressure.



USER NAME: Ethan Miles

AGE: 45



THE DISTRACTED MULTI-TASKER

Ethan is constantly juggling multiple tasks, frequently putting things down and forgetting where they are. He struggles with products that require precise coordination or multiple steps.

He values simple, foolproof designs that allow him to use a product even when his attention is divided.



USER NAME: Oliver Thompson

AGE: 6



THE CURIOUS EXPLORER

Oliver is a curious and energetic first-grader who loves to experiment with objects around the house. He enjoys cutting, gluing, and stacking things but struggles with tools designed for adults.

If a product requires complex instructions or fine motor skills beyond his capabilities, he quickly gets frustrated and moves on to something else. He prefers tools that are colorful, intuitive, and safe to use without constant supervision.



USER NAME: Sarah Jenkins

AGE: 28



THE ONE-HANDED USER

Sarah lost mobility in her left hand due to an accident and now relies entirely on her right hand for daily tasks. She often struggles with tools designed for two-handed use and finds setups involving twisting, squeezing, or holding two components simultaneously especially frustrating.

She values products that are stable, easy to grip, and can be operated one-handed without difficulty.



USER NAME: Leo Martinez

AGE: 35



THE SENSORY SEEKER

Leo is on the autism spectrum and loves interacting with objects that provide interesting tactile or sensory feedback.

He finds smooth surfaces unengaging and tends to gravitate toward items with textures, weights, or moving parts that offer a dynamic sensory experience. If a product feels flimsy or doesn't engage his senses, he quickly loses interest.



USER NAME: Claire Robinson

AGE: 58



THE FORCEFUL USER

Claire is a retired paramedic who has developed a habit of applying too much force when handling objects. Years of work with medical tools made her accustomed to firm grips and quick actions, but she often breaks delicate household items as a result.

She prefers robust, sturdy tools that feel solid and can withstand unintentional rough handling.



USER NAME: Max Taylor

AGE: 11



THE IMPATIENT PRE-TEEN

Max is a tech-savvy, impatient middle-schooler who dislikes waiting for anything. He loves tinkering with objects but quickly abandons any task that doesn't provide immediate, visible results.

If a product is too complicated or requires too many steps to understand, he gives up and moves to the next activity. He prefers tools that are straightforward, responsive, and fun to interact with.



USER NAME: Emily Brown

AGE: 39



THE VISUALLY DISTRACTED USER

Emily has mild ADHD and struggles to stay focused when using tools with multiple components or busy designs. She often misses important steps if instructions are cluttered or if the product's layout isn't clear at a glance.

She prefers designs with high contrast, clear labeling, and simple, logical flows that keep her attention on the task without distraction.



USER NAME: Robert Davies

AGE: 70



THE STRENGTH- CONSCIOUS SENIOR

Robert enjoys cooking and DIY projects but has noticed a decline in his grip strength as he's gotten older. He finds twisting and squeezing motions increasingly uncomfortable and often avoids tools that require prolonged effort.

He values designs that offer mechanical assistance, easy-grip handles, and smooth, low-resistance movements.



USER NAME: *Ava Patel*

AGE: 23



THE DETAIL-ORIENTED PERFECTIONIST

Ava is a design student who pays obsessive attention to precision and detail. Whether she's cutting paper or adjusting an object's position, she expects tools to respond with accuracy and reliability.

If a product produces uneven results or lacks a sense of control, she becomes frustrated. She looks for tools that feel precise, responsive, and dependable during use.