Tanya

Product Manager

ABOUT

Age:	34
Income	$95,000
Status	Engaged
Location	Riverside

Tanya moved to Riverside when she accepted a job offer 5 years ago. She loves to get away on the weekends with her fiance. They go to beaches, concerts and they are big Cochella fans. Night life is important. She is scouting locations for her upcoming wedding this spring.

NEEDS

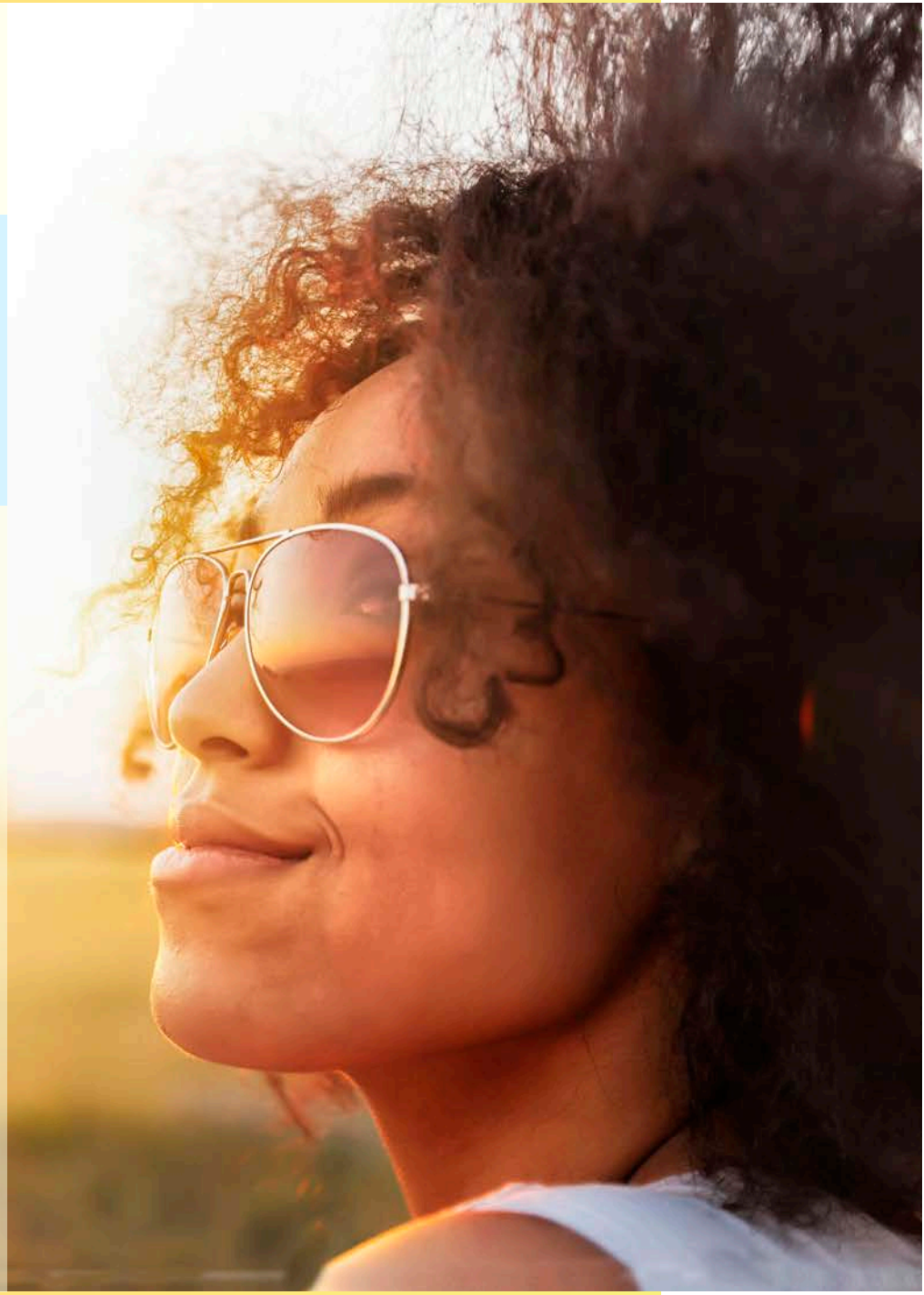
- Easy access to freeways and airports
- Is in the market for her first condo (with her fiance)
- Gets her hair and nails done regularly
- Her dog Buster is a midsized poodle that frequents her office and the local dog parks

FRUSTRATIONS

- Traffic can be heavy when she needs to travel the most
- Her work hours are long and irregular
- She wants to spend more time with her girlfriends but they are as busy as she is
- Needs more time to plan for wedding & condo purchase

PERSONALITY

Extrovert	●	Introvert
Sensing	●	Intuition
Thinking	●	Feeling
Judging	●	Perceiving

TECHNOLOGY

Internet	●●●●●●●●○
Software	●●●●●○○○○
Mobile Apps	●●●●●●●●●
Social Media	●●●●●●●●○