

Personas for Capstone Project

Real Talk

Persona 1: The Social Connector

Name: Raquel Johnson

Age Range: 30–40

Occupation: HR Manager

Location: Conyers, GA

Background:

Raquel is a working professional who values personal growth, relationships, and meaningful social interactions. She has a busy schedule but makes time for activities that help her unwind and connect with others. She enjoys attending social gatherings, networking events, and small group discussions.

Goals:

- Find safe, welcoming environments to meet new people
- Engage in meaningful conversations beyond surface-level topics
- Build stronger personal and social connections
- Participate in events that promote growth and reflection

Pain Points / Frustrations:

- Many social events feel superficial or overly focused on partying
- Difficulty finding events that encourage genuine conversation
- Lack of clear event information or easy RSVP options
- Feeling disconnected despite being socially active

Behaviors & Patterns:

- Uses her phone to search for local events and experiences
- Prefers visually appealing, easy-to-navigate websites
- Often attends events with a friend but is open to going alone
- Values word-of-mouth and community-based experiences

Motivations:

Raquel is motivated by connection, self-improvement, and being part of a community where she feels seen and heard. She wants to invest her time in experiences that are both enjoyable and meaningful.

Persona 2: Mr. Curious

Name: Tanzir Moore

Age Range: 35–45

Occupation: Electrician

Location: Smyrna, GA

Background:

Tanzir works full-time and is focused on his career. While he is goal-oriented, he also recognizes the importance of balance and personal development. He is interested in trying new experiences but can be hesitant if he's unsure what to expect.

Goals:

- Step outside of his routine and try new social experiences
- Meet like-minded people in a relaxed, low-pressure environment
- Gain new perspectives on life, relationships, and personal growth
- Feel comfortable and welcomed in group settings

Pain Points / Frustrations:

- Uncertainty about what events will be like
- Discomfort in large or unfamiliar social settings
- Lack of clear descriptions or expectations for events
- Fear of feeling out of place or not fitting in

Behaviors & Patterns:

- Researches events before attending
- Prefers clear, simple websites with straightforward information
- Likely to attend if the event feels relatable and low-pressure
- More comfortable attending if he knows what to expect beforehand

Motivations:

Tanzir is motivated by personal growth, curiosity, and the desire to build connections outside of work. He values environments that feel authentic, welcoming, and easy to navigate.
