

1. **Name:** Clark Kent

Age: 30

Occupation: Data Scientist

Goal: With the change of technology, he wants to understand how AI can further help in completing the tasks needed to do his job.

Pain Points:

- Can not keep up with evolving techniques
- Can not communicate well with others
- Resistant to change

Behavior:

- Detail oriented
- Enjoys solving problems

Motivation:

- Loves the data analytics field.
- Enjoy's collecting data to help decision-making

2. **Name:** Mary Jane

Age: 25

Occupation: Graphic Designer/ UI Designer

Goals: The development of AI has surfaced in the UI/UX field, making it easier to see which program best works with design.

Pain Points:

- Forgetful
- Too many different software programs to use for the job
- Dislikes doing research

Behavior:

- Loves to design
- Visual Storyteller

Motivation:

- Loves to design but is uncomfortable with too many programs of design
- Wants a program to help complete the job like a one-stop shop.

- Wants to grow skills with outside inspiration

3. **Name:** Julie Smith

Age: 30

Occupation: Legal Advisor

Goals: Understand the pros and cons of using AI to help them shorten their workload hours and increase their client base.

Pain Points:

- Miss deadlines
- Failure to communicate with client
- Works long hours

Behavior:

- Clear and direct with language
- Active listener
- Builds trust through quality advice

Motivation:

- Wants knowledge of AI to help with deadlines
- Is tech savvy and is willing to learn new technology
- Wants to reduce burnout by easing the pressure using AI tools