



# ANNIE

SOFTWARE DEVELOPER, SAN FRANCISCO

## BIO

Annie grew up in Daly City, and left the Bay area to go to school in southern California. She moved back to San Francisco three years ago for a job as a developer for a major tech company. She feels overwhelmed, has a strong desire to give back to her community, and is uncertain at times about her career path. She has a few close friends and goes hiking on the weekends.

## DEMOGRAPHICS

Age: 27  
Born: Daly City, CA  
Location: Noe Valley, SF  
Career: Software Developer  
Family: Parents and sister live in south bay  
Relationship Status: Single  
Living: Renting, with three roommates

## PERSONALITY

Reserved  
Compassionate  
Friendly  
Uncertain  
Hard Working

## CORE NEEDS

Diversity  
Impact  
Flexibility  
Friendship

## TECH

Twitter  
Eventbrite  
Facebook  
Reddit  
Tinder

## MOTIVATIONS



HIKING



CODING



CHARITY



RELAXATION

## GOALS

Relax after work  
Make authentic connections  
Maintain friendships  
Give back to community  
Spend time with family  
Figure out next steps in career

## FRUSTRATIONS

Homelessness and social injustice  
Cost of living in the city  
Feeling burned out, working long hours  
Too many options, not sure where to invest  
The dating scene