



FIGJAM

Proto-Persona

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Project:

Date:

About:

A proto-persona is a description of the target users and audience of a product based on the assumptions of stakeholders. Creating this ad-hoc persona allows product teams to begin designing and building immediately without getting overly bogged down with the details of user behavior.

[Read more.](#)



Anna Listing Editor

"I wish I could always trust the information I get about events"

Anna Reeves

- 33 years old
- Degree in Journalism
- Married with one child
- macOS (Safari, Word, Slack)

Goals

- Writing appealing, salable events.
- Posting events free of inventory errors.

Challenges

- Get more accurate descriptions of cases so she can be more productive.
- Find a more efficient workflow.

Habits

- She is very organized and she always follows the same routine at work.
- When she's working on a case, she takes care of the details first (date, venue...) and after that she writes the description.
- She likes to keep her desktop clean

About Anna

Anna has been working at Goldstar for 2 years. She works from home and she loves it because this way it's easier for her to take care of her son Dylan (7). She is interested in music and she always liked to go out. Now she uses Goldstar to find family-friendly events so she can go out with her husband and Dylan.

Anna is a social person and sometimes she misses being able to talk to her coworkers in person. At work she gets annoyed when she doesn't get accurate event information because it takes a lot of time to correct those mistakes. She is also afraid of not having her cases reviewed before she posts them.

Daily activities

