



Erica Fong

BIO

Erica is a sophomore student at the University of Washington. She enjoys her undergraduate life very well, even though it is extremely busy sometimes. In this quarter, she registered for 17 credits. She also plays a key role in the student union, which needs her to spend around 4 hours per week. Meanwhile, she works as an intern at the Student Housing Department with a \$1500 salary per month to cover her living expense.

Her apartment is 10 minutes; walk from school, so that she doesn't have to spend much time on commute. Recently she won a little prize on a swimming competition, she is considering treating herself with a present. The laptop she is using now is outdated, to some extent. She is thinking about buying a new one.

DEMOGRAPHICS

Age	20
Occupation	Sophomore student
Education	Software Engineering
Income	\$1500 per month
Location	Seattle Washington

HOBBIES

Swimming	
Baseball	
Jogging	
Music	
Video game	

PAIN POINTS

- Unfamiliar with technical terminology
- Only trusts recognizable brands
- Don't have enough time to do research on laptops
- Lack of knowledge about laptop industry

USER GOALS

- Find a laptop that can support her academic life and personal life
- Gain accurate and easy-understanding info about the products
- Get help or answers when having questions
- Purchase a laptop online efficiently