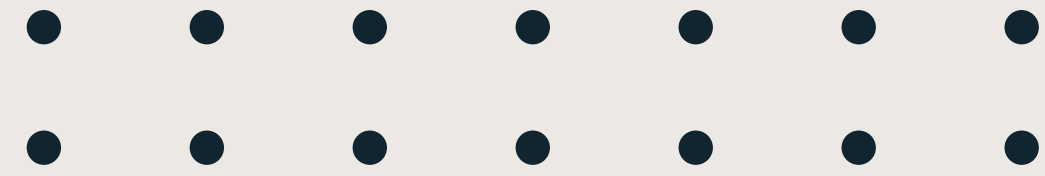


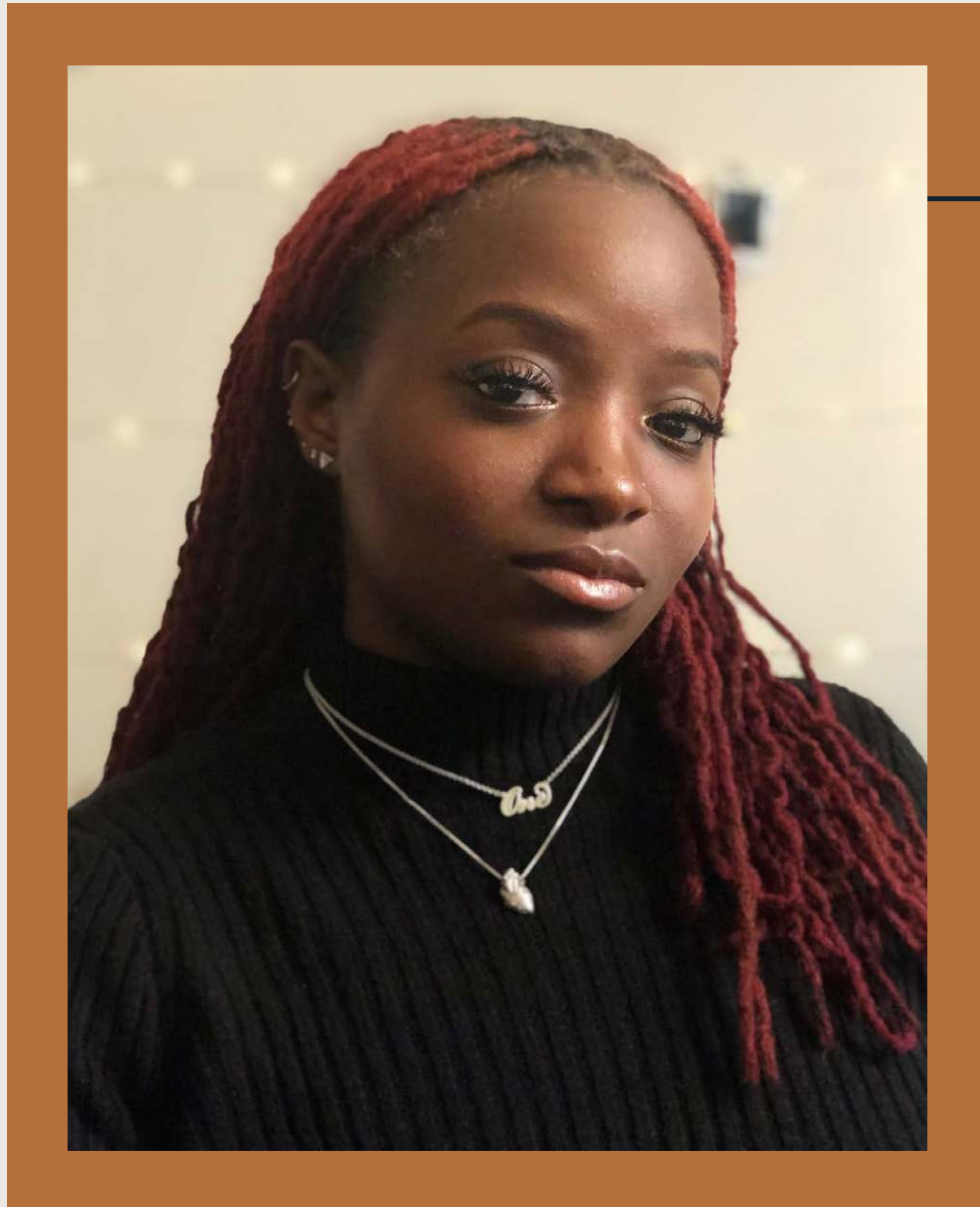
The background features a light beige color with several decorative elements: a 2x7 grid of dark teal dots in the top-left; a dark teal square in the top-center; a dark teal horizontal bar in the top-right; a dark teal horizontal line extending from the top-right towards the center; a dark teal square in the middle-left; a dark teal horizontal line extending from the bottom-left towards the center; a dark teal square in the bottom-center; a dark teal horizontal bar in the bottom-right; a dark teal horizontal line extending from the bottom-right towards the center; a vertical orange bar on the far left; and a vertical orange bar on the far right.

COMPREHENSIVE PERSONA EXERCISE

SOLA AWOJOODU



FIRST IMPRESSIONS



SOLA A.

DRIVEN DESIGNER

DEMOGRAPHICS

Late 20's Female
Full-time Graphic Designer
Free time Graphic Designer
D.C., Maryland, Virginia
BFA, Graphic Design

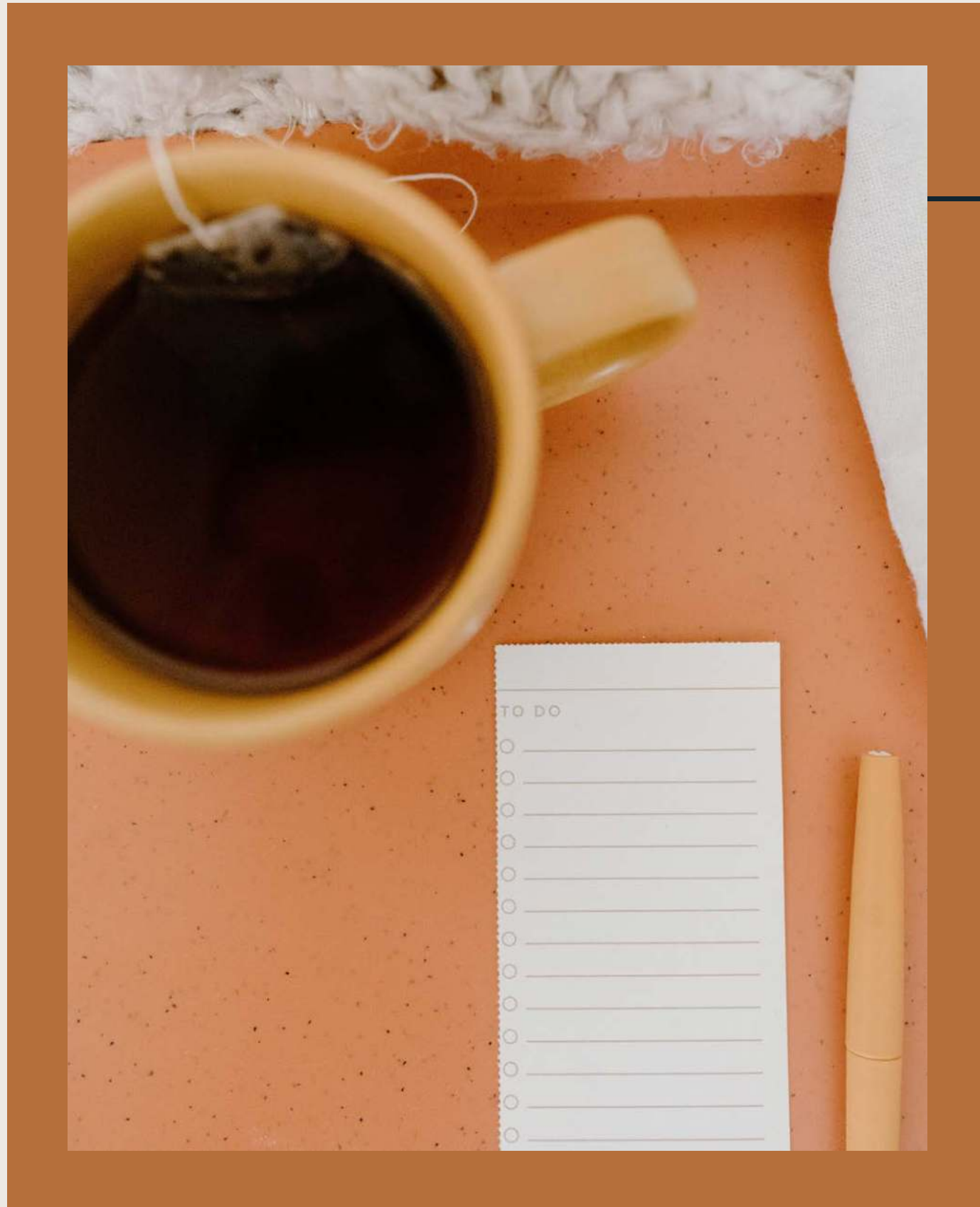
QUOTES

"I want an image that suits my design perfectly — quick!"

"I would like to be inspired and expand my creative vision."

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MOTIVATION & BEHAVIOR



SOLA A. DRIVEN DESIGNER

GOALS

FIND CONTEMPORARY WORK

Identify images that appeal to today's audience

FIND A GEM

Acquire imagery that is unique, captivating, and suitable for the design

BE INSPIRED

Meet the desire for beauty, expression, freedom, and creativity

STAY PRODUCTIVE

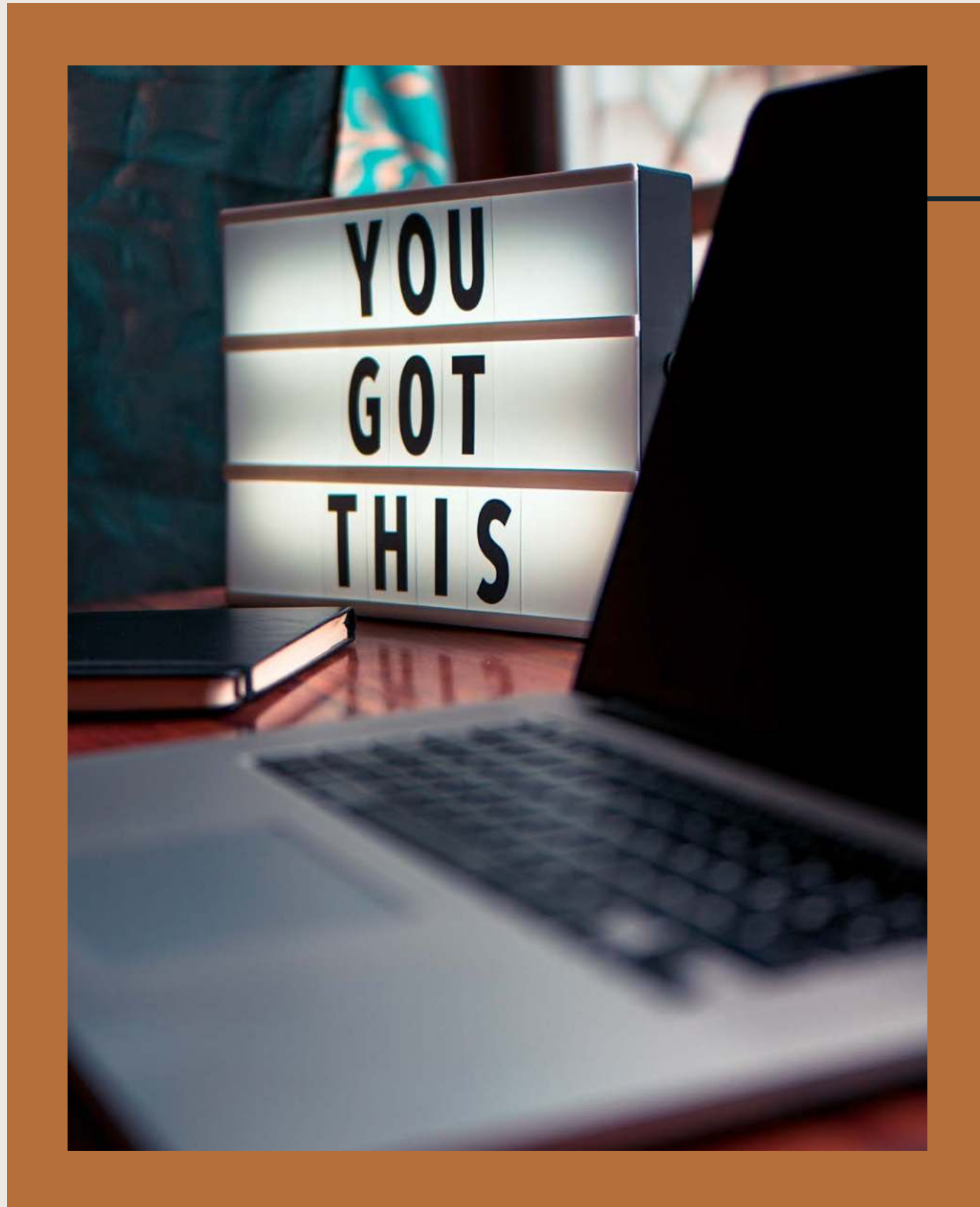
Download the right image swiftly with limited interruption

JOURNEY

Uses company's paid stock resource which is costly, time-consuming, and offers too many options; Utilizes in-house photographs taken by the company; Recycles images used in previous designs

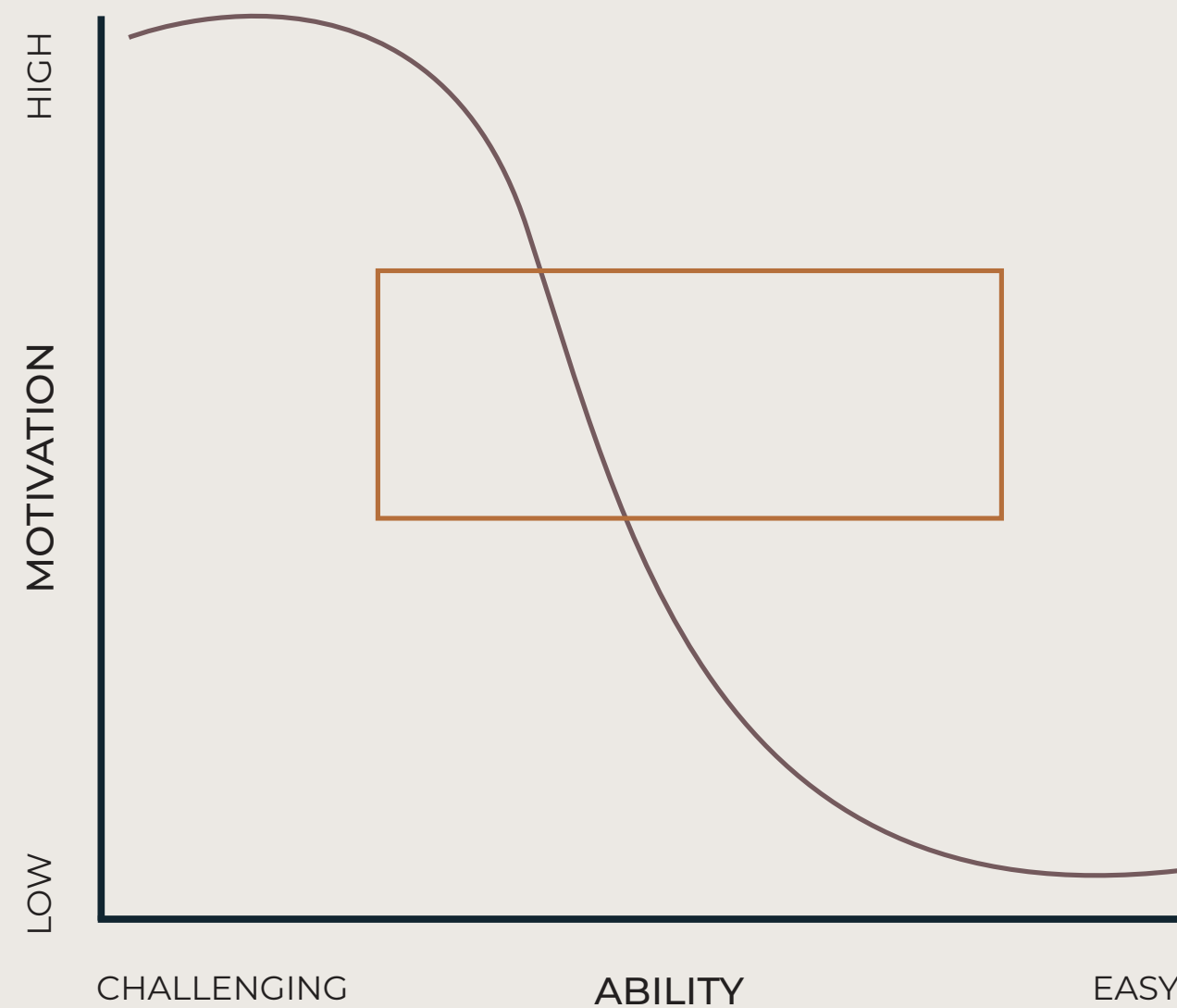
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MOTIVATION & BEHAVIOR



SOLA A. DRIVEN DESIGNER

MOTIVATION VS ABILITY



Finding appropriate imagery is simple and straightforward. Dedicating the time and deciding which image to use can be challenging.

MOTIVATING FACTORS

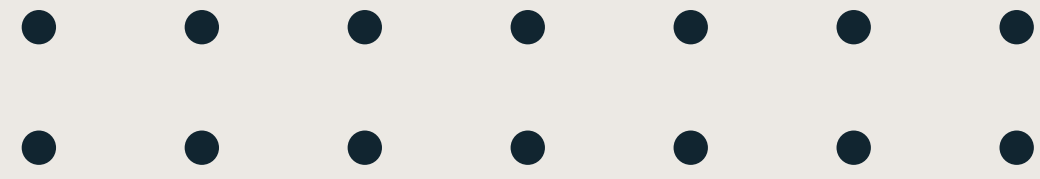
Inspiration, just enough options, unique imagery, completely free

INHIBITING FACTORS

Distraction, lack of variety, lack of representation

POSSIBLE TRIGGERS

Design requires an image, design is missing something, seeking new content, seeking inspiration



INFLUENCERS



SOLA A. DRIVEN DESIGNER



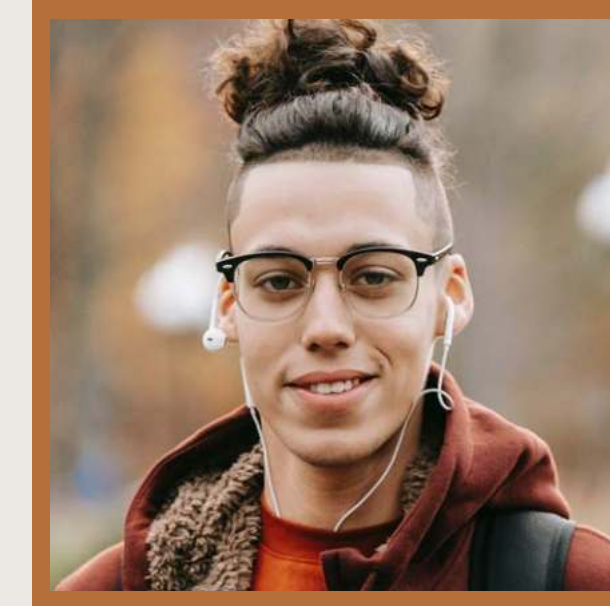
PROJECT MANAGER

Those who oversee creative assignments and are familiar with outsourcing imagery



CLIENT

Those who request the design and desire for it to have specific elements and imagery



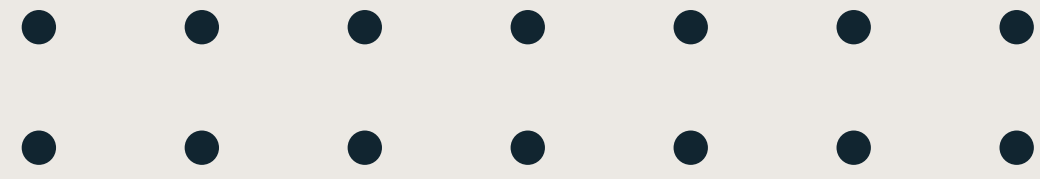
CREATIVE TEAM PEER

Those experienced with using varied platforms to outsource imagery

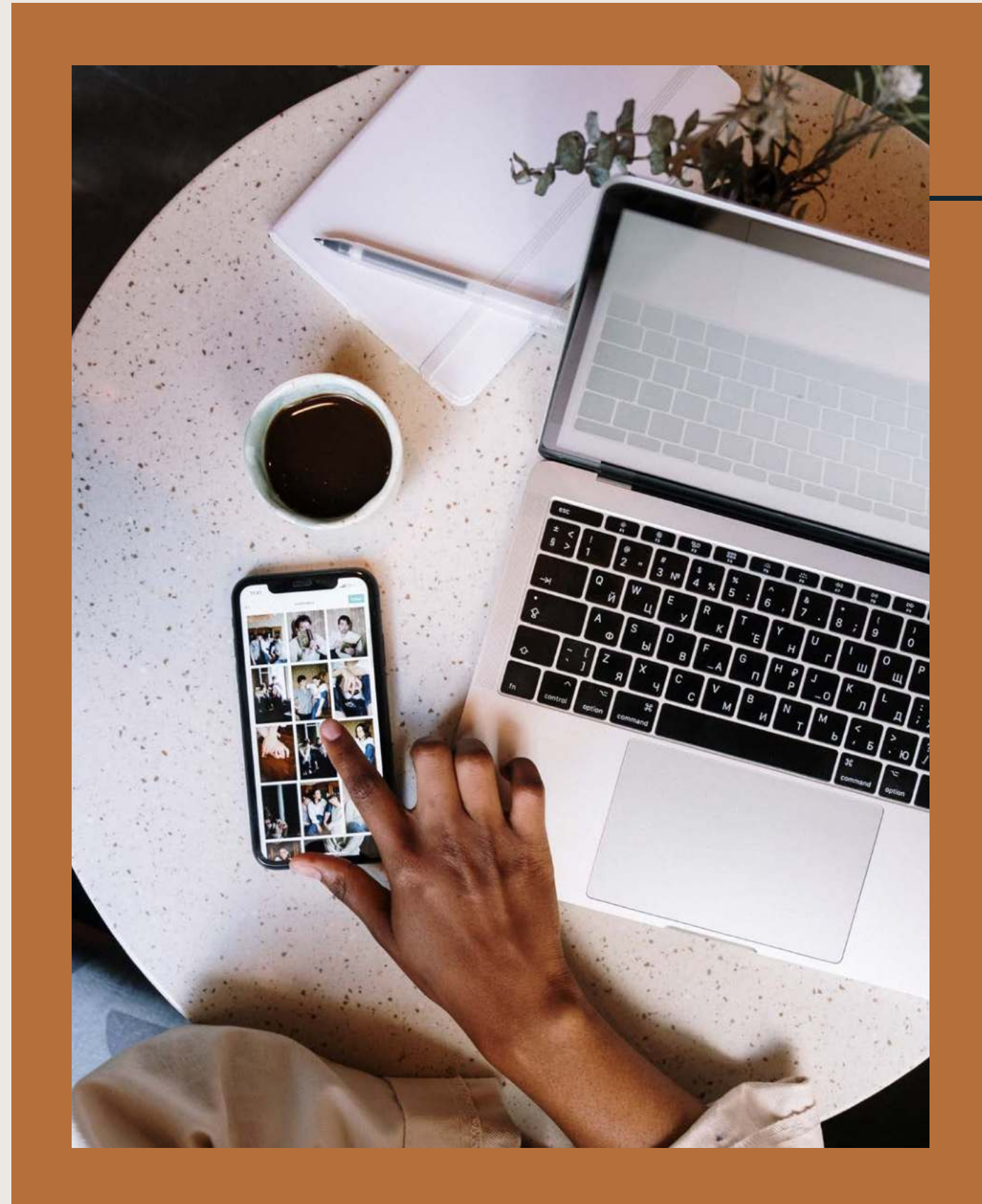


CREATIVE DIRECTOR

Those assisting by suggesting elements to incorporate, critiquing, and approving



ENVIRONMENT

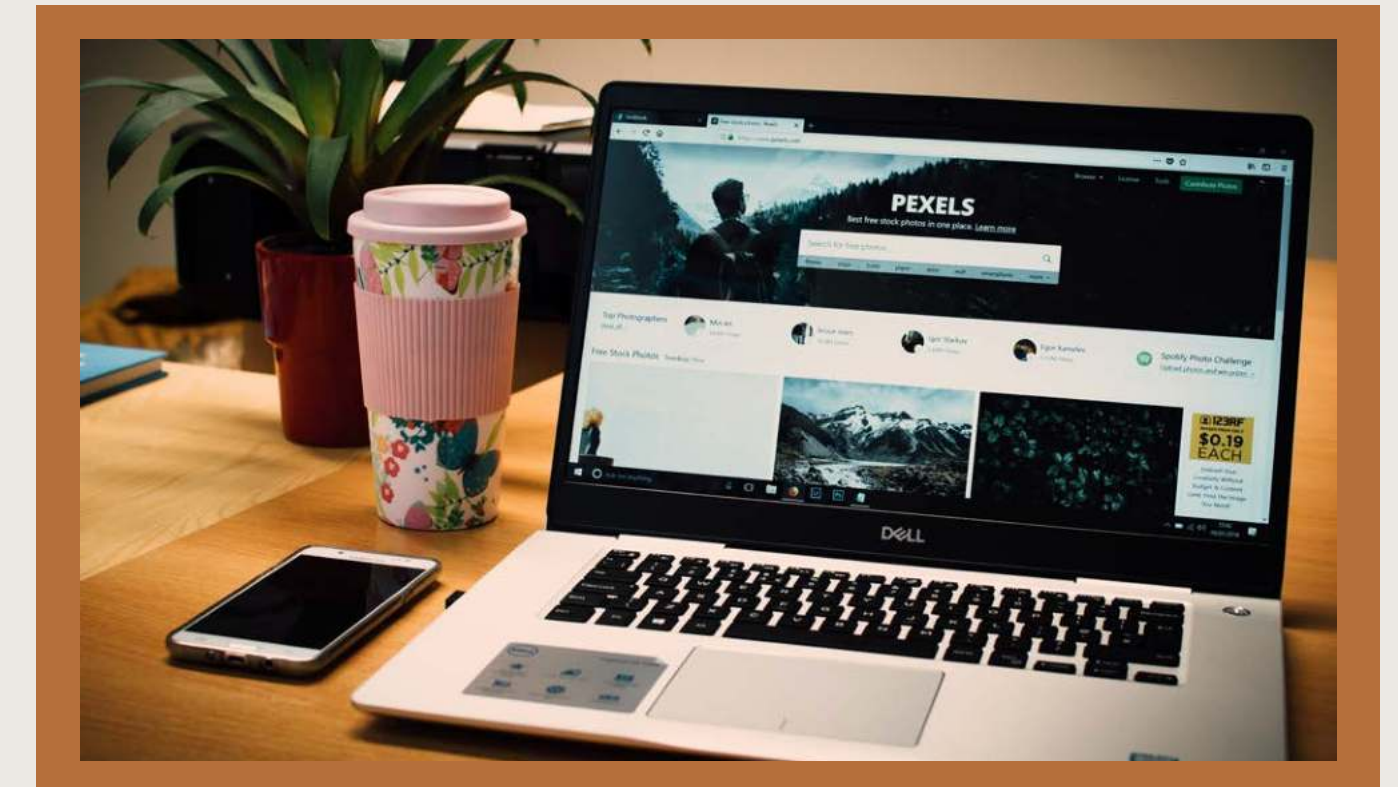


SOLA A. DRIVEN DESIGNER



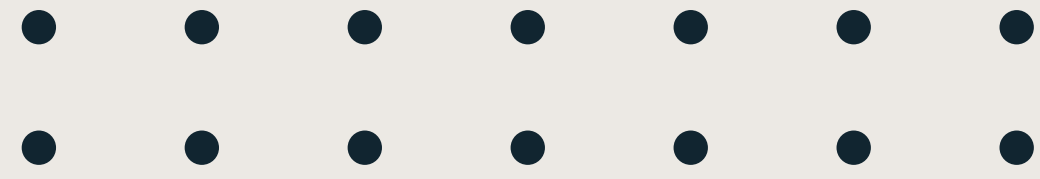
PHONE / MOBILE DEVICE

Searching Pexels using the app or mobile web browser to create quick and simple designs on Canva while on the go. Most of these designs are purposed for social media use.

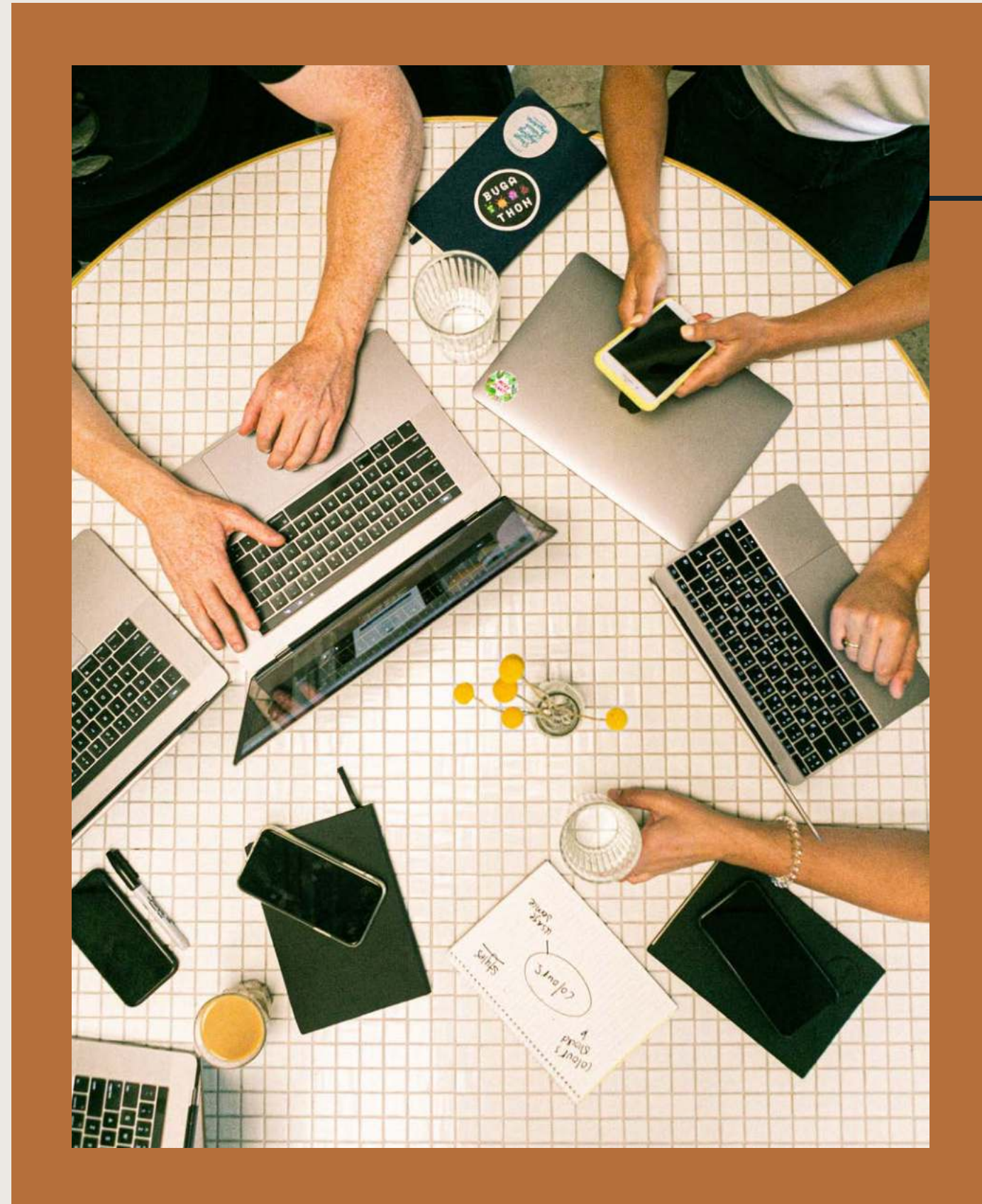


LAPTOP / COMPUTER

Visiting the Pexels website at home or in the office to search for various options on a broader scale. These designs may be more complex with a higher priority.



PERSONA FAMILY



SOLA A. DRIVEN DESIGNER



INDEPENDENT
VIDEOGRAPHER



CONTENT
CREATOR



SOCIAL MEDIA
MANAGER



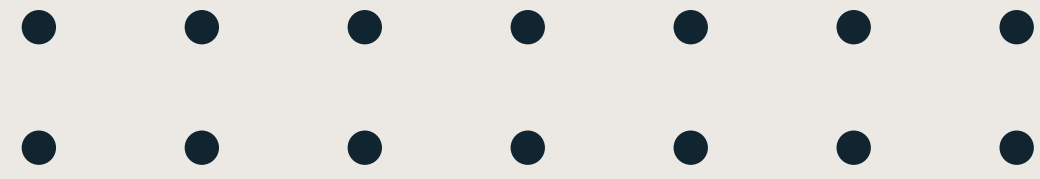
MARKETING
PROFESSIONAL



AD AGENCY



PART-TIME
BLOGGER



PERSONA MATRIX



SOLA A. DRIVEN DESIGNER

