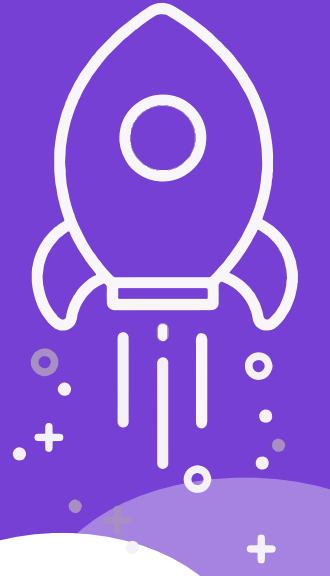


The Curious Extrovert



Behavior:

The curious extrovert enjoys being around people, learning new things and pushing herself out of her comfort zones. She is recently interested in learning more about sales in Tech.

Scenario:

The curious extrovert lost her job as a restaurant manager due to Covid. She has spent the last few months doing research about new industries where she can apply her skills and potential. She came across information about SaaS sales and is now looking for ways to learn more about the topic from a reputable place.

Pain Points

- Can't stand to see lost value/opportunity.
- Wary of online services, has been scammed before.

Goals and Needs

- To get training from a credible source in tech sales
- To gain real life experience.
- To find an affordable program.

Occupation:

Restaurant Manager

Location:

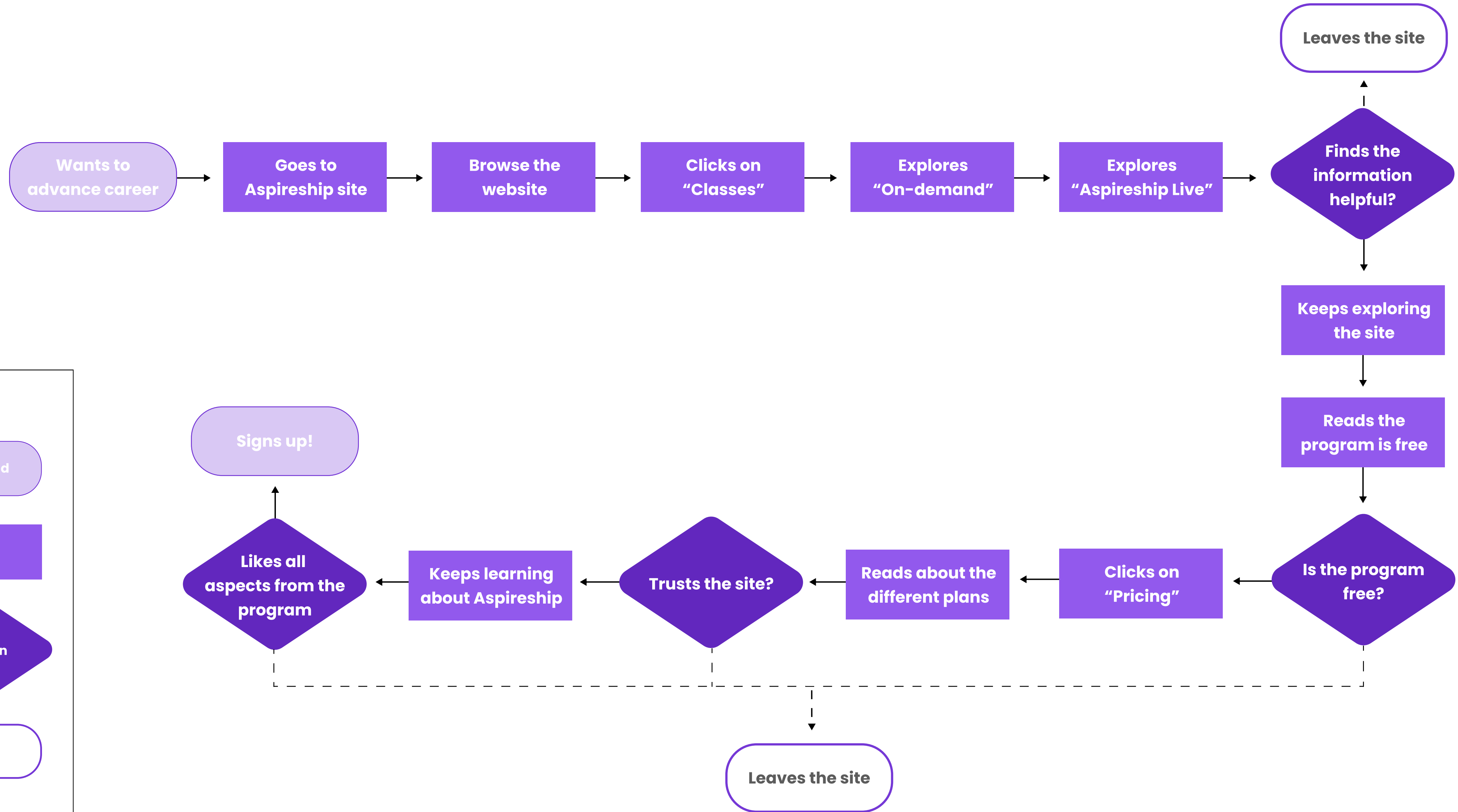
Los Angeles, CA

Age:

Millennial

Gender:

Female



Legend

- start / end
- box
- decision
- Exit

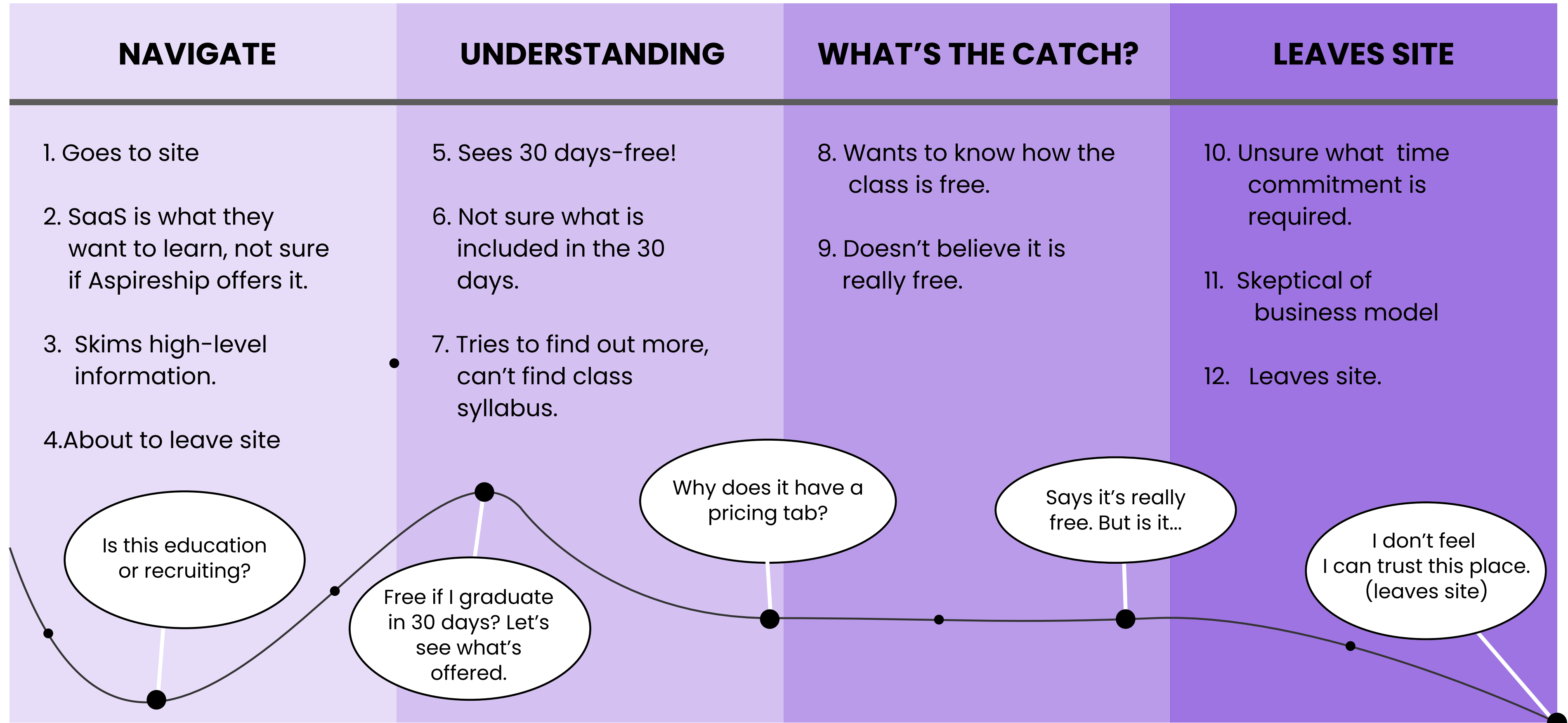


The Curious Extrovert

Looking for a way to start a new career.

User Expectations

- Understand what the course offers.
- Validate it's a credible company.
- Get a job successfully.



Opportunities:

- Create clear understanding on site.
- Clear up categories/sub-categories.
- Emphasis job placement services.

Internal:

- Summary of what's in the training course.
- Info under about rather than re-directing to LinkedIn.