

Juliet Peters – Persona for New Gift Shop Employee – Laura Lohman



Quote

“I can’t wait to get my own business started.”

Demographic Descriptors

Age 26, Caucasian, unmarried, no children

Biographical Notes

- Grew up in Cherry Hill, NJ
- Completed a BA in Global Studies with second major in Spanish from Rutgers.

Personality and Activities

- Outgoing, talkative, likes helping others.
- Enjoys outdoor activities such as running.
- Prefers activities that involve moving around.

Goals and Motivations

- Currently focused on gaining experience in the hospitality industry
- Hopes to move into management role quickly
- Wants to start her own company creating customized local and global tours in the next 3 years.

Role and Responsibilities

Gift shop employee in Sanderling Resorts

- Greeting customers
- Assisting customers in finding products
- Generating sales
- Conducting transactions efficiently and accurately
- Preventing and intervening in/responding appropriately to theft/security risk issues
- Maintaining tidy, stocked product displays

Career History

- Worked summers during high school and college in quick-service restaurants and retail clothing outlets in sales roles near Cherry Hill.
- Internship in local travel agency for 6 months
- Full-time receptionist role in travel agency for 18 months
- Gap in employment 12 months

Current Challenges and Frustrations

- Frustrated by extended formal learning with set expectations
- Sometimes has difficulty understanding expectations of supervisors

Learning Needs

- Wants to learn basics of her role quickly
- Wants to identify ways she can be creative in the role and suggest improvements to practices and processes
- Wants to learn about other employee roles

Typical Learning Strategies

- Pulls information when needed from the web
- Repulls similar information from the web when needed later
- Relies on peers for clarification or suggestions for how to respond to challenging situations
- Learns through trial and error by experimenting to new approaches to problems

Device and Social Media Use

- Relies on smartphone for nearly all daily tasks
- Comfortable working with 2 or more mobile devices at once
- Extensive use of social media, relying primarily on images, emojis, and text fragments to communicate