

## User Persona: Terry

- Name: Terry
- Age: 22
- Occupation: College Student (Computer Science Major at MIT)
- Interests: Running marathons, coffee, personal financing

### Activated Role:

- College student with a growing interest in staying informed about global events, particularly in the technology and finance sectors.
- Likes to discuss news with friends who have similar interests, especially about startups.

### Goals and Motivations:

- To integrate news reading into his daily routine, associating it with his morning coffee habit
- Motivated by a desire to be informed, particularly in areas that impact his personal and professional interests like technology, finance, and personal investing.
- Seeks to expand his knowledge base and stay up-to-date with current events without feeling overwhelmed.

### Conflict:

- Struggles with the consistency of his news reading habit, finding it hard to maintain with a busy college schedule and a general dislike for reading.
- Feels that news consumption can sometimes feel like a chore, especially when articles are not directly relevant to his interests.
- Overwhelmed by the volume of news, finding it challenging to make news reading a habit as enjoyable as other routines like coffee drinking or running.

### Attempts to Solve:

- Subscribes to email-based news services like Morning Brew, which he finds more engaging and less formal.
- Associates news reading with his morning coffee ritual to build a consistent habit.
- Focuses on content that directly interests him, such as technology and finance news, to avoid feeling overwhelmed by the volume and irrelevance of other news.
- Limits subscriptions to avoid email clutter and maintains a selective approach to news consumption.

### Setting:

- Mostly engages with news in the morning, during his most focused time, through emails on his computer.

- Occasionally discusses interesting news articles with friends, particularly on topics of mutual interest like technology and startups.

#### Key Tools/Skills:

- Utilizes email subscriptions to tech and finance news outlets like Morning Brew for easy access.
- Tries integrate news reading into existing daily routines.
- Selective engagement with news content to maintain relevance and interest.

#### Routines:

- Morning news reading, paired with his coffee drinking routine, to ensure consistent engagement.
- Discusses news topics with friends when they align with shared interests, though prefers sharing over debating.

#### Habits:

- Prefers email as the medium for news consumption to avoid the distractions associated with social media and mobile apps.
- Tends to read news on his computer to maintain a focused environment.
- Invests in stocks to try to increase interest in financial news, using personal investment as a motivator to stay informed.