

Rooftop Amenity User Persona Example



TREYVON

"I'm ready to level up my apartment. I want to experience the best Salt Lake City has to offer."

AGE: 31

WORK: Logistician

FAMILY: Single, no kids

Bio

Treyvon has lived and worked in Salt Lake City since he graduated from Michigan State University. He loves the city life and appreciates his time off in the evenings and on weekends when he has time to unwind from his stressful job.

Personality

Adventurous, ambitious, confident, and enthusiastic

Goals

- Meet new friends and have fun
- Work hard and play hard
- Find an apartment with a lot of amenities

Motivations

- Eager to make social connections
- Wants convenience and leisure opportunities
- Values an urban lifestyle

Must-Have Amenities

- Community gathering areas
- Indoor and outdoor gym/workout areas
- Gaming

Rooftop Amenity User Persona Template



NAME

Intro quote to express personality:

AGE: _____

WORK: _____

FAMILY: _____

Bio

Personality

Goals

- _____
- _____
- _____

Motivations

- _____
- _____
- _____

Must-Have Amenities

- _____
- _____
- _____