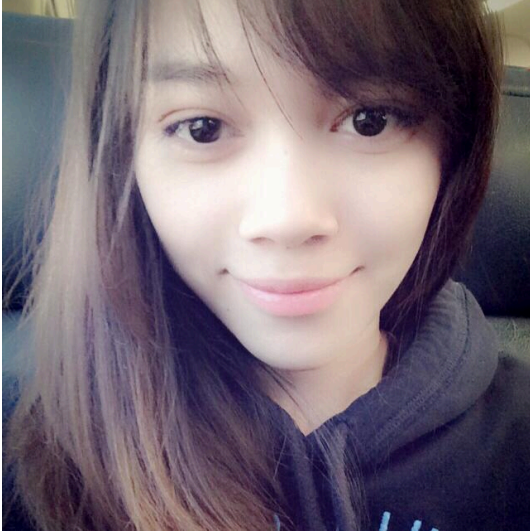**Primary Persona (Sheila)**

Sheila E. (21, single, Hartford/CT, originally from South Korea)

Sheila is an employee in one of our clients. She's a "user" in nGage.

Quote: "I don't need a life. I'm a gamer, I have lots of lives!"

Profession: New Employee ($45K/yr)

Personal Background: She was born in the South Korea, came to US with her family while she was 11. She's a young girl working for Verizon Wireless. Now that she's over 16, she is eligible to work full-time. She's a bright young girl, and very curious by nature. She prefers English-language TV shows on Netflix except her love for animes such as "Naruto" and "Dragon Ball", She loves spending money on food and shopping.

Goals: She's planning to study finance in the future. Her career goal is to be a financial advisor in one of the big 4. To be honest, she says, she's not passionate about advancing her career in finance, however, she feels the need to prove to her family that she's "smart", and that's the reason finance is on her agenda.

Wants and Needs: She wants to be a successful businesswoman.

Internet Profile: Uses mobile phone all the time. She even streams all her favorite shows through her phone. She's also a gamer. She spends hours on end in front of the TV while gaming online. She doesn't use social media that often and she enjoys a little secrecy.

Favorite Sites: Google, YouTube, metacritic, n4g, steam, reddit, Netflix

Technological Profile: iPhone6S, iPad, Windows Desktop

History with ePath LMSs: She completed her beginner training courses through nGage. She knows nGage but she's not an expert.

Physical Issues: She's using glasses.

Psychological Issues: She's anxious when she's around people she doesn't know well, especially native speaking people. People think she's either an introvert, or being silent most of the time is part of her culture; but the truth is, she's afraid others won't understand her clearly when she talks, so she keeps many of her ideas to herself. She tries to look confident while at work; yet, she criticizes herself a lot when she's by herself.