



DANA MARINA

👤	Age:	28
🌐	Nationality:	Nepalese
📍	Location:	Kathmandu, Nepal
👔	Occupation:	Early-Career Designer

Dana is an early-career designer working in a small design studio. She is focused on improving her practical skills and applying design psychology to real projects. Dana often refers to multiple resources to validate methods and ensure the credibility of what she learns.

GOALS

- Gain practical, actionable insights that can be applied to real projects
- Understand design concepts quickly without unnecessary theory
- Compare different sources to determine the most credible approaches

BEHAVIOURS

- Skims headings and subheadings to find relevant content
- Focuses on actionable insights and real examples
- Compares multiple sources to confirm accuracy
- Uses notes or bookmarks content for later reference

FRUSTRATIONS

- Dense theoretical explanations with little actionable advice
- Lack of clarity on how concepts translate to real-world projects
- Unreliable or unsupported information
- Repetition without new insights

NEEDS

- Concise content emphasizing practical takeaways
- Clear headings and subheadings for quick scanning
- Examples and case studies to illustrate application
- References or links to credible sources for verification

“I want insights I can actually apply in my projects, not just theory.”