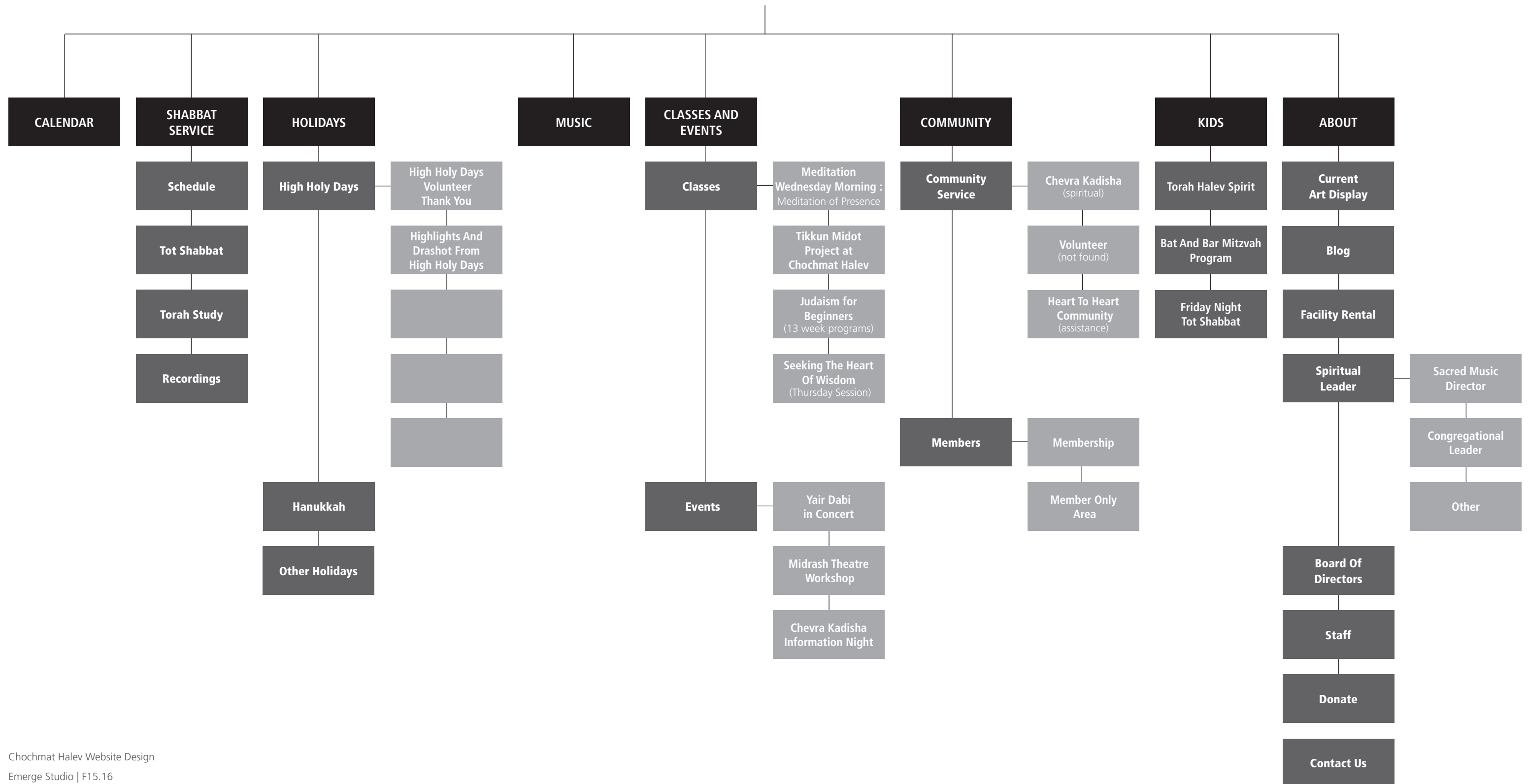




Chochmat Halev





Lisa Smith

Age: 36

Occupation: Housewife

Location: San Francisco, Ca

Persona

SCENARIO

Lisa is a mother of an almost one-year-old girl. She and her husband live in a nice apartment in San Francisco. Since her daughter was born she stopped working. She wants to be fully focus on her daughter. Her birthday is coming up soon, so Lisa has her hands full with organizing it. She is looking for a perfect place to host the party, since their place is too small to fit 50 people.

Goals:

- Organize an amazing party for her daughter who turns 1
- Find a place to host it
- Make her daughter happy

PERSONAL INTEREST

Values

- Her daughter
- Her family
- And people, she cares about what other people think

Technical background

- Phone: Iphone
- Phone use: medium
- Computer: Mac
- Computer use: High

Preferred operating system

iOS

Preferred browser

amazon.com, google.com, gmail.com



Rachel Adams

Single, 29

Lives in Berkeley, CA

Works as Notrary

Social, Calm, Curious

“If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage.”

Persona

SCENARIO

Rachel grew up in a Jewish family in New York. She is not very religious but she likes to go to services from time to time to respect the tradition she used to have with her family. Because her family is still in New York, it is a way for her to feel close to them. Because she has a stressful job, she also like to go to some meditation classes and enjoy the Chochmat community.

PERSONAL INFORMATION

Motivations

- Community
- Tradition
- Stress management
- Religion
- Social

Goals

- To have the Shabbat services hours
- To book some classes
- To be part of the community

Frustrations

- Unorganized website
- Calendar hard to use
- Poor communication

Personality

- Not exactly an extrovert, but not an introvert one too
- Use more sense than intuition
- Feeling is stronger than thinking
- More perceiving and less judging

Technology

- Use a lot of IT and internet
- Working knowledge of Software
- Active use of mobile apps
- Active use of social networks



Toula Portokalos

Married, 45

Lives in San Francisco, with a husband, a teenage son and a teenage daughter.

Graduated Master
In ComputerScience

Works at Oracle
as a computer programmer

Makes \$125,000/year

Persona

SCENARIO

Toula is a 45 years old fun, positive, loves traveling and a software programmer in Silicon Valley. Toula is married, and has a teenage son and daughter. Toula is a regular at Chochmat Halev community. She always join the prayers and the programs from the community every Sunday, with her family. Toula's son and daughter also active in the youth programs at Chochmat Halev. Every week, Toula would go on the website and check the latest update on the community. Toula and her husband also make a regular donation for the community. Not only Toula and her direct family are members of Chochmat Halev community, so does her sister and family.

PERSONAL INTEREST

Hobbies

Toula loves outdoor activities, she loves going on hiking, camping and picnic, with her family. Toula loves flowers, gardening, watching dramas.

Favorite music

Toula loves Celine Dion, Bon Jovi, Jazz and Blues.

Favorite food

Toula loves French cuisine, Italian cuisine, a huge fans of In and Out burgers, sushi, and always feeling thrilled to try new menus.

Social life

Toula has more than 500 friends on facebook, active twitter user. Toula also has a group of ladies friends that she hangs out with once a month. They've been good friends since high school.

Values

Toula comes from a big family, every month, the whole big family will gather together, just having a dinner or gathering. Toula values her family, each other, her friends, work and enjoying her own 'me' time.

Technical background

Toula is a tech savvy, she owns a mac-book pro also an iMac. Toula also proficient with PC. Toula loves to google everything, from problems on work, recipes, restaurants to try, everything.

Preferred operating system

iOS

Preferred browser

Chrome, firefox, safari

Favorite sites

Facebook, wordpress, twitter, yelp, google, travel sites,

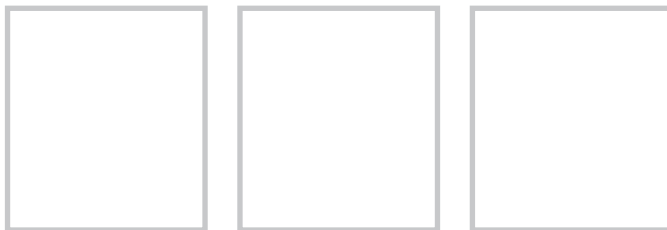


Chochmat Halev

Possible Colors



Textures



Adjectives

ancient *Classy* CLEAN
simple **warmth** *exciting*
MODERN

This is example of a Header

Typeface : Roboto Bold

This is example of a Sub Head

Typeface : Roboto Bold

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Log In

Donate



CALENDAR EVENT

DONATE

JOIN

MIDDAH OF THE MONTH/
HIGH HOLY DAYS

SERVICES

00 TIME

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LOREM IPSUM DOLOR SIT AMET





DATE

NAME

FIND EVENTS

CALENDAR

MONTH



DATE

NAME

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UPCOMING SERVICES

MONTH

TIME

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[ADD TO CALENDAR](#)



EVENT NAME

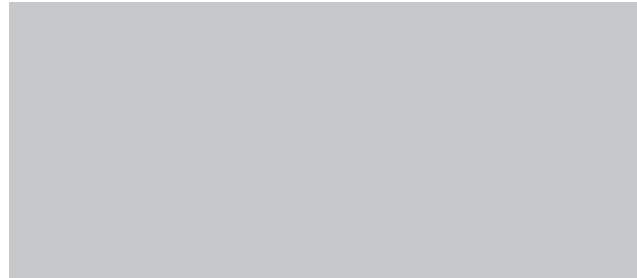
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**DATE**

search

NAME

search

FIND EVENTS

HOLIDAYS

HIGH HOLY DAYS

TICKETS

CHILDCARE

CLASSES

TZEDAKAH

VOLUNTEER

PARKING INFO

HANNUKAH

TIME

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FIND OUT MORE

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FIND EVENTS

MUSIC

ARTIST

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BUY

SONG NAME

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**DATE**

search

NAME

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FIND EVENTS

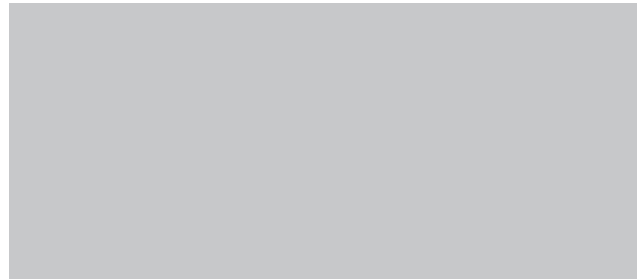
CLASSES AND EVENTS

MONTH

EVENTS

TIME

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KIDS

TORAH HALEV SPIRIT

ABOUT THE SCHOOL

SUNDAY MORNING
FAMILY PROGRAM

TUESDAY AFTERNOON
HEBREW PROGRAM

TIME

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