

The Journalist

age: 25-35

residence: London

education: BA Media

occupation: Journalist

marital status: single



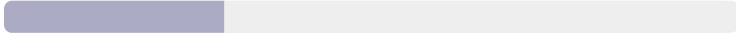
I hope to find out something interesting!

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A tool for in-depth analysis and pattern-seeking

Values

- A variety of options
- Doing things her own way

Criteria For Success:

Creating valuable insights

Wants

- To discover unobvious patterns in data
- To understand people's choices

Fears

- Finding something boring and obvious