

The Movie Enthusiast

age: 15-25

residence: Amsterdam

education: Finished High School, currently studying at the university

occupation: Bartender

marital status: single



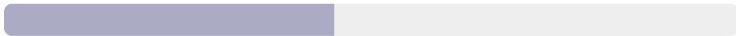
Oh, this chart looks fun!

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Relaxing a bit

Needs

- Excellent User Experience
- Entertainment
- High-level overview

Wants

- Accessible format

Values

- Ease of use

Fears

- Complications
- Maths