

Lean Persona - Lucy Garland

Xtensio



"wingardium leviosa!"

Age: 41

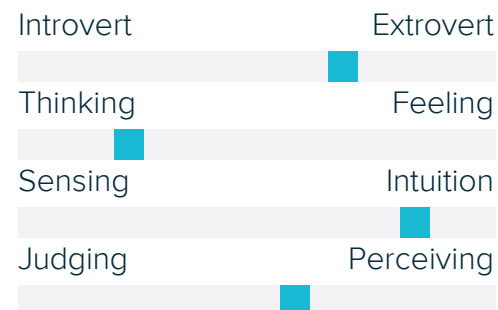
Work: Internet technologies

Family: Single.

Location: Wellington

Character: Traveller

Personality



Observant

diplomat

analyst

explorer

Goals

- Travel the world.
- Increase knowledge in general.
- Be more environmentally conscious.

Frustrations

- Waste and disposable items.
- accumulation and clutter of too many material items.
- Running out of time.

Bio

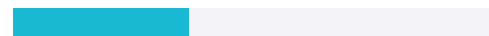
Living in Wellington she works in I.T. She is originally from Auckland. She enjoys reading but as she is travelling. She enjoys experiencing new cultures and ideas is multilingual and very sociable, she uses a variety of apps and tech to help her with her ambitions. Can make friends easily. She does not have much dead time other than when she is travelling to and from a place which is usually when she will read.

Motivation

Incentive



Fear



Growth



Power



Social

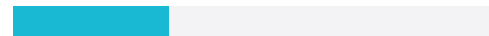


Brands & Influencers



Preferred Channels

News Papers



Online & Social Media



Referral



Guerrilla Efforts & PR

