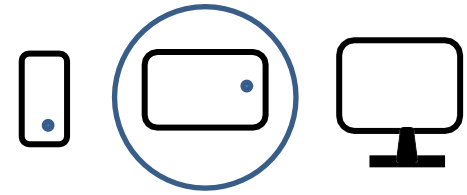




Name: Arati Sathe
Age: 25
Education: Bachelors
Job: Student
Family Status: single
Location: Mumbai, India



My device preference

My Story: I am a student and art lover. I am constantly looking for information about education in Germany, Student life, cost, best universities. I wish to derive to have guidance about it.

Quote: “I am seeking to have experience from peoples who are already studied in Germany & especially Indians. I feel very disturbed when I am not getting right track to apply in good universities even though I have good score

Needs:

- A social media platform where humans talk about education in Germany
- Make communities that share similar outlook
- Permission to create, update and delete posts upon signing in.

Frustrations:

- Social media platform propagating material interests
- People engaging in superficial conversations

Goals:

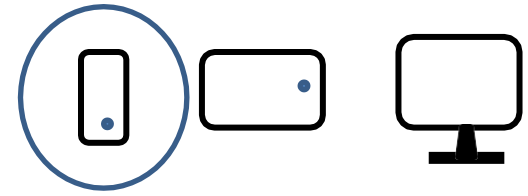
- To engage with a community that shares similar interest.
- To be surrounded by people who love to help and support to next student.

Environment:

- Home
- On the way
- Park



Name: Manuela Jacobs
Age: 35
Education: Masters in Science
Job: Mother
Family Status: Married
Location: Bremen, German



My device preference

My Story: I am a mother of a 2-year-old kid. I am looking for an information about Indian culture, food. My husband got opportunity to work onsite in India for 2 years. So, I am searching information about food, peoples in India

Quote: “Currently, I’m not just a mother of kid—I’m also a caretaker, grocery runner and chef for a full house with very active children. I’m super busy always and seek information about culture in India. All the Instagram and Facebook pictures make me feel miserable. I want communities that talk about positive thinking in difficult times.”

Needs:

- Looking for a social media platform that discusses motivation, positive thinking.
- A positive message sharing portal

Frustrations:

- People who only talk about their achievements and not where they got motivations from.
- Photoshopped happy pictures hiding reality

Goals:

- To feel inspired to stay in India
- To feel happy and motivated
- To learn about sources that lift your moral up

Environment:

- Home
- On the way to work
- Park



Name: Shankar Mulik

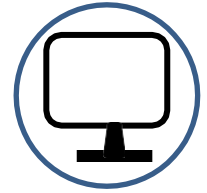
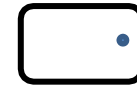
Age: 25

Education: Masters

Job: Software tester

Family Status: -

Location: Delhi, India



My device preference

My Story: I have got opportunity in Germany and in process to get visa appointment. I am planning to move to Berlin in next 4 months. I am making a new life in a strange new city. I am seeking to be surrounded by people, who have kinder thoughts and feel empathetic.

Quote: “I am constantly looking for communities that talk about positivity, kindness and empathy. Always thinking, helping others”

Needs:

- Community of kind people
- Empathy
- Socialize in order to numb my pain and loss

Frustrations:

- Fake emotions
- Sugar coating about their lives
- People who say they understand without knowing the real pain

Goals:

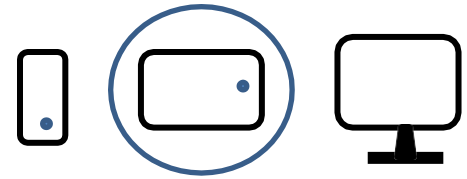
- To get help from community
- To be surrounded with positive emotions

Environment:

- Home
- Travel
- Free time



Name: Paul White
Age: 70
Education: M.Ed.
Job: Retired
Family Status: Married
Location: Munich, Germany



My device preference

My Story: I am a grandfather to three lovely grandchildren. I have lived a successful life. I wanted to visit India on tourist visa to explore about culture, food, places

Quote: “I have visited many countries as tourist. I have some Indian friends as well. But I want to explore India from ground level”

Needs:

- Real conversations
- People who share common interests
- Kindness and empathy

Frustrations:

- Wrong Information about India
- Edited fake representation of themselves
- Unkind people

Goals:

- To gather information.
- Will to visit all places
- Make the best of life left

Environment:

- Hotel
- Home
- Parks