Motivating Curiosity

How did Sri Lanka turn from a rising tourism paradise...

...into a nation on the brink of economic collapse?



Intended Effect

Assist in assessing personal safety and economic stability in Sri Lanka



Big Idea

Highlight how the Sri Lankan crises have affected everyday life of citizens since 2000.

Tone

Informative and Emotional

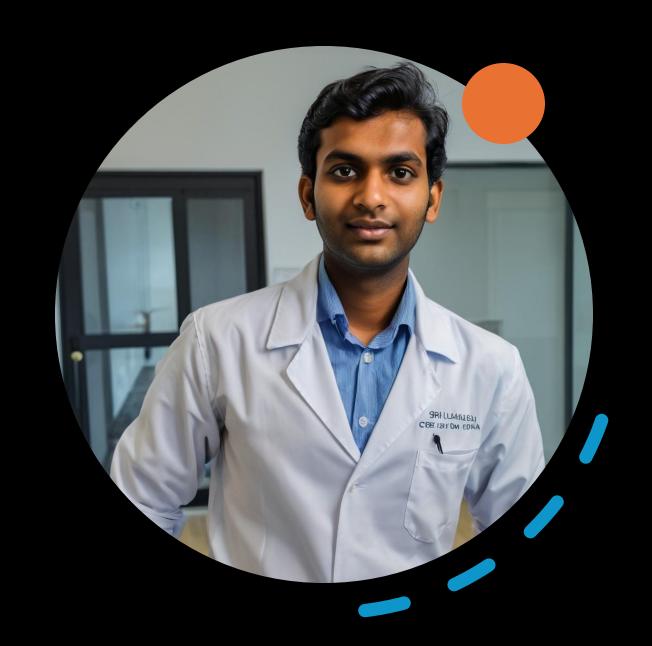
Audience Persona – Arjun

Skilled IT professional working at BMW Munich. Living in East Munich with his family.

Age: 35

Status: Married

Location: Munich, Germany





Brief Biography

- Master's in IT,
 Colombo University.
- Left Sri Lanka in his 20's to pursue career opportunities.
- Now considering moving back to reconnect with his roots.

Goals and Needs

- Assess the current economic stability and growth.
- Understand social dynamics, safety, and quality of life post-conflict and after recent crises.
- Determine whether opportunities exist for career advancement, entrepreneurship, and education for children.

Challenges and Pain Points

- Worries about financial security due to Sri Lanka's recent economic challenges.
- Concerns about personal safety and the political climate.
- Limited exposure to day-to-day social realities and economic changes in Sri Lanka.