

# 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.