

# PERSONA



**NAME:** Maaïke de Jonge

## SHORT BIOGRAPHY:

Maaïke is a 23-year-old girl who recently finished her studies and she works full time as a columnist at cosmopolitan. She wants to get to know herself better and see more of the world. She is very adventurous and eager to discover what the world has to offer. She wishes to make new memories and explore different cultures.

## DEMOGRAPHIC INFORMATION

<b>AGE:</b>	23 years old
<b>GENDER:</b>	Female
<b>EDUCATION:</b>	Communications bachelor - Hogeschool Utrecht
<b>EMPLOYMENT:</b>	Cosmopolitan - columnist
<b>LOCATION:</b>	Amersfoort

## PERSONAL INFORMATION

<b>GOALS:</b>	Wants to explore herself and the world around her, and she wants to make new memories and explore the world
<b>INTERESTS:</b>	Reading, writing, hiking, diving, sight seeing, trying out new things
<b>PAIN POINTS:</b>	She finds it hard to socialize with strangers, scared of feeling lonely