

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

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

PERSONAL INFORMATION

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

VISUAL IDENTITY

colours



typography- amster

Heading

**The quick brown
fox jumps over
the lazy dog**

subheading

*The quick brown fox
jumps over the lazy
dog*

Paragraph

**The quick brown
fox jumps over
the lazy dog**

