

# Jennie Kim (Ashiya Branch)

age: 19

residence: Los Angeles, CA

education: Bachelors Degree of Fine Arts

occupation: Kpop Idol

marital status: Single | No children



*I love all my fans! (JK)*

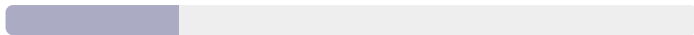
Jennie is a Kpop Idol who lives in LA and is always busy. She is always juggling performances and brand sponsorships. She needs to be able to be in and out when ordering food.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Fast ordering
- Love and Support from fans
- Happiness

## Values

- Hard Work
- Time Management
- Services that easily fit into her schedule

## Criteria For Success:

The 6 years of her career and the many years she trained made her successful.

## Wants

- To continue her career in fashion
- Go on a World Tour
- Mange time better
- More free time

## Fears

- Not being successful
- Not having enough time to eat.
- Too busy to have a nice dinner
- Crowded places