Detailed Devin



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# Background

* Loves finding obscure art of any kind: films, music, audio recordings, books, essays, etc.
* Has all the personal information of all of his favorite directors and authors committed to memory.
* Lives most of his life online.
* Is a prominent photojournalist.

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# Demographics

**Gender**: Male

**Age**: 43

**Income**: $110,000

**Home / Community**: Only leasing temporary housing for a maximum of 3 months at a time, as he’s always on the move. Willing to live wherever the story takes him, and regularly lives out of AirBnB’s.

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# Identifiers

* Both creative and analytical
* Has close connections all over the globe
* Belongs to a book club from every continent.

Friendly Frederick



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# Background

* Works at a book shop.
* Enjoys organizing and cataloging books, but work isn’t what life is about.
* Went to college to pursue a bachelor’s in Russian Poetry of the 19th century, ended up leaving to have more time to write his own.
* Has been single all his life, except for a small stint in highschool, when he didn’t realize he was dating someone until they broke up with him.

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# Demographics

**Gender:** Nonbinary

**Age**: 19

**Income**: $22,000

**Home / Community**: Lives in one of his previous professor’s basements, among their lifelong book collection.

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# Identifiers

* Very caring and aloof
* Would rather explore a musty, silent, old library than explore a busy and loud shopping mall.
* Grew up with technology, but only uses it to get some connection to other literature enthusiasts.

Professional Patricia



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# Background

* Focused on moving up the corporate ladder.
* Can’t wait to out shine Becky G from highschool at their 10 year reunion.
* Wants to be seen for the intellectual curiosities she emulates.
* Focused on building a network that can lend to career opportunities.

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# Demographics

**Gender**: Female

**Age**: 21

**Income**: Single family income of $65,000

**Home / Community**: Lives in a recent construction modern apartment downtown that takes half her salary in rent.

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# Identifiers

* Type A personality
* Likes to know everyone at the party
* Digital native