

UNDO

REDO

COPY


EXPORT

VIEW

PROJECT: Target audience

>>

ADD SECTION



Keith Hoffman

GENERATE NAME

Artisan

Goals

He wants to be a famous composer

Quote

“
Music Bring things to live.

Background

Keith has a bachelor of music and he works for a sound record label producing music for TV commercials. on his free time He enjoys playing board games and multiplayer games when entertaining guests, he is usually organising game nights with his friends

Scenarios

its 7 pm Keith is home preparing to carter his guests who would be arriving soon for game night, how ever they always keep playing the same games.
Thankfully he has pick up the new 4 Player game "Emperor Penguin" and game night just went from fun to super fun.
thanks to its unique 4 player battle royal style which is the perfect pick for some healthy competition.

Motivations

Career success

Frustrations

He hates the way social media cant stand online gaming

Technology

Demographic

Male

28

years

Perth Australia

Single

musician

40,000 P/a

+ ADD FIELD

Skills

Tech savvy

0255075100

Playing Music instruments

0255075100

+ ADD SKILL

