Victor Mabenga

**Goals**
- He wants to sell his personal digital art
- He wants to earn enough to quit his job
- Wants to become a popular in Belgium

Frustrations
- Doesn't know how to get exposure for his art

General info

Age	21
Location	Brussel
Occupation	Graphic designer
Family	No wife or kids
Income	3200 per month

Personality

Extrovert — Introvert
Sensing — Intuition
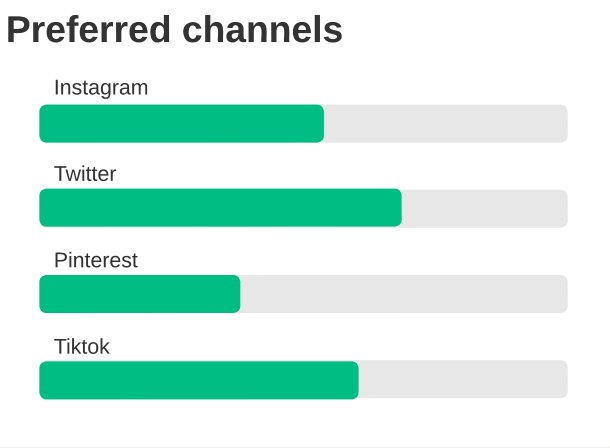Thinking — Feeling
Judging — Perceiving
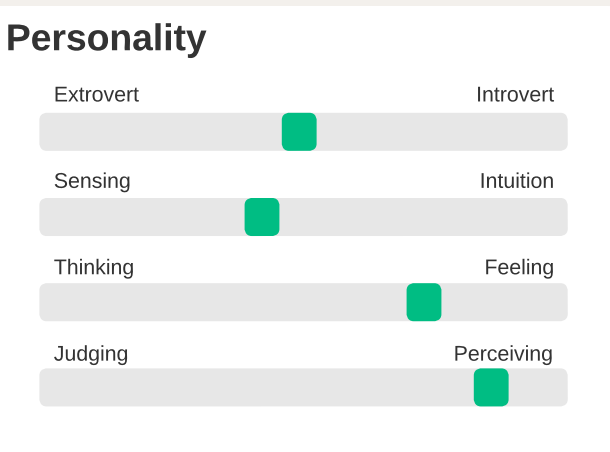
User story - why

Victor doesn't know if he should pursue his dream of becoming a full time artist. Because he doesn't know if his digital art is qualified and if belgians would like to buy his art.

Bio

Life is art. Art is life. I never separate it.

Preferred channels

Instagram
Twitter
Pinterest
Tiktok

User story - what

Victor can upload his work on our app and he will be able to see if the customers like his work. On the app can rent out or buy his art. It is also a easy solution for exposure. That way he can see if he can become a full time artist.

Hélène Delacroix

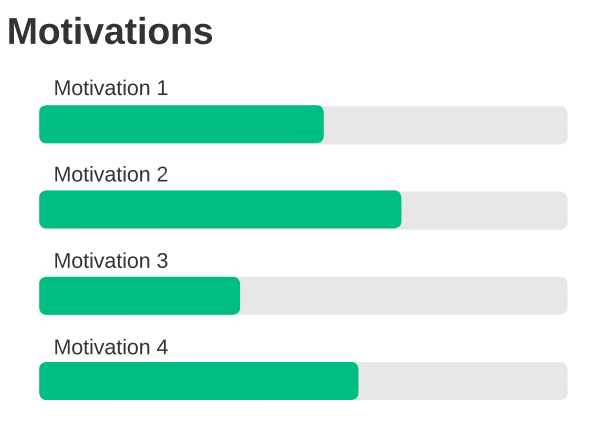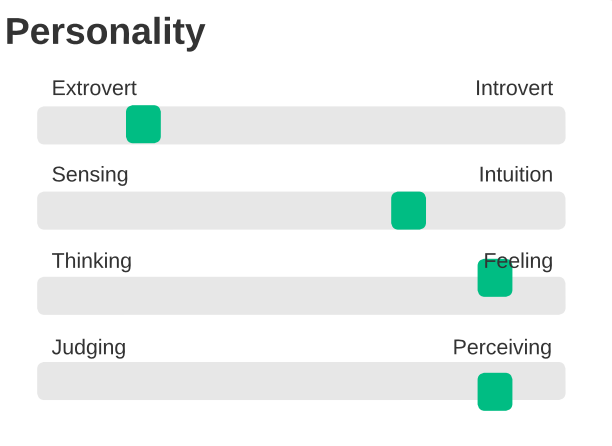**Goals**

I want to teach my students to express their feelings, I am convinced that they all hide a talent.

Frustrations

doesn't know how I can convince my students to love art.

General info

Age	39
Location	Grimbergen, Flemish Brabant
Occupation	English teacher
Family	Married, one kid
Income	1700/month

Personality

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

Motivations

Motivation 1
Motivation 2
Motivation 3
Motivation 4

Bio

"Art doesn't have to be pretty. It has to be meaningful" -Duane Hanson

Preferred channels

LinkedIn
Facebook
Instagram
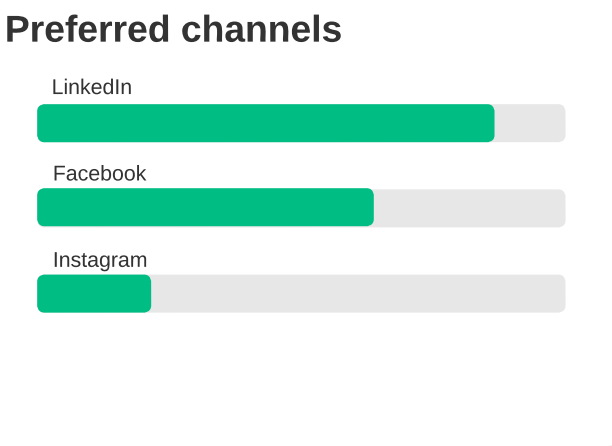
User Story

I want to share my passion for art to my students. The concept of dig-in-huis in my class is definitely something that my students would like to see.

With the dig in huis app I can display several digital arts like 3D or gifs for example in my class and change it after a certain amount of times.
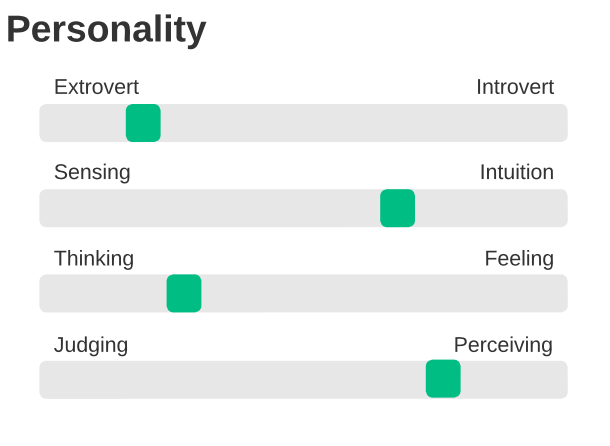

Leandro De Smet

Goals

-Wants to display art in the company he works for make a better impression of the company on clients.
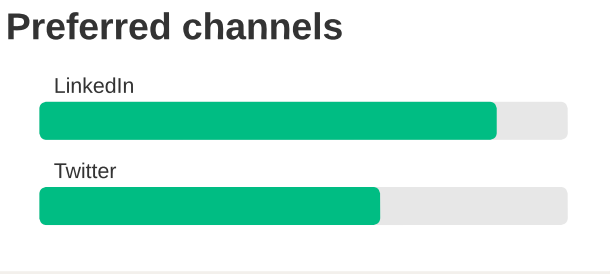
User story

Leandro wants to keep his companie's imago high and trendy. He wants to display exclusive modern digital art in his lounge and meeting rooms for his clients to see so they get a good impression of the company. He wants to use the art as talking point with his clients. With our app this would be possible and it would be cheaper than buying digital art and finding a way to display it on a attractive way.

General info

Age	32
Location	Brussel
Occupation	company representative
Family	married, one kid
Income	€27.000/jaar

Personality

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

Bio

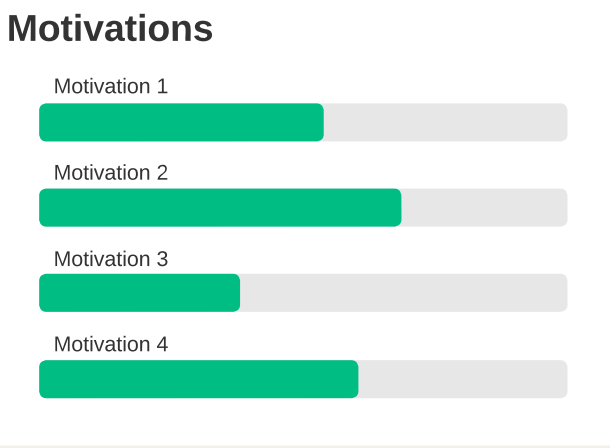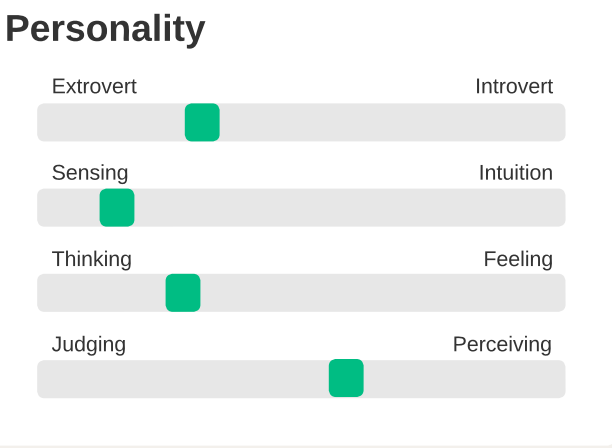Carpe diem.

Preferred channels

LinkedIn
Twitter

Priya

Goals
- Reach a broader audience for her company
- Become a bigger company
- Being able to hire more employees
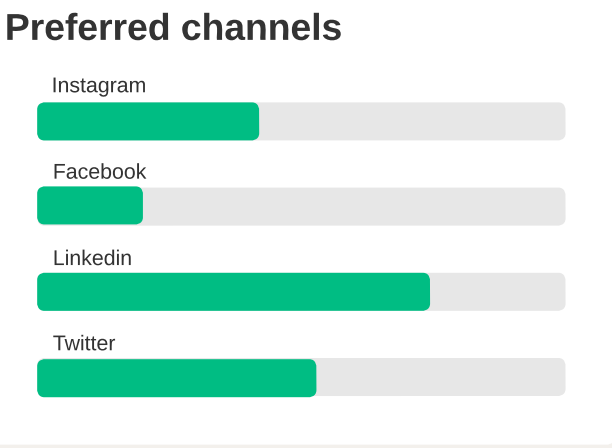- Wants to inform the client as much as possible in the right way

Frustrations
- Doesn' t know how to reach more people
- The design office is a bit empty
- The audience that is reached now is very small
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General info

Age	27
Location	Brussel
Occupation	CEO design tero bau
Family	Lives alone, has a brother
Income	€27.000/jaar

Personality

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

Motivations

Motivation 1
Motivation 2
Motivation 3
Motivation 4

Bio
- Digital art

Preferred channels

Instagram
Facebook
Linkedin
Twitter

User Story

Priya is someone who loves to makes people comfortable. She doesn't know how to reach more audience. By adding some digital art in her office, it makes people look differently at tero bau and may look better.