**Step 5 Worksheeet (Persona):**

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| Persona Profile for Beachhead Market   *Persona - Nikos Georgiou* | |
| Name | Nikos Georgiou |
| Address | 34 Poseidonos Avenue, Paphos, Cyprus |
| Email and phone | nikos.georgiou@example.com | +357 26 789012 |
| Title (if appropriate) | Web Developer |
| If B2B, where they exist in the overall org chart | N/A (Individual Consumer) |
| **Demographics:** | |
| Gender | Male |
| Age | 35 |
| Income | €40,000 annually |
| Education level | Master's Degree |
| Education specifics (schools, majors, awards, etc.) | Bachelor's and Master's in Computer Science from the University of Cyprus |
| Employment History (companies, jobs, awards, etc.) | Began as a software engineer at a multinational tech company, later transitioned into UX/UI design for sustainability-focused startups. Eventually became a freelance web developer and digital consultant, working remotely with clients in the travel, wellness, and eco-tourism sectors. |
| Marital Status | Single |
| Kids & other family info | No children; close ties with extended family in rural villages |
| Ethnicity | Greek-Cypriot |
| Political Affiliations | Apolitical / Environmentally Conscious |
| Other Demographic 1: | Deeply connected to nature and traditional Cypriot culture |
| Other Demographic 2: | Frequently travels within the Mediterranean region, often to coastal and rural areas |
| Other Demographic 3: | Prefers slow travel, local experiences, and eco-conscious accommodations |
| Other Demographic 4: | Uses technology for independence—relies on apps for language, maps, and local experiences but avoids commercialized travel |
| **Psychographics:** | |
| Why do they do this job or live the life they do | Nikos values freedom, creative independence, and staying close to his cultural roots. He left the corporate world to embrace a slower, more intentional lifestyle. |
| Hobbies | Sketching landscapes, hiking, playing traditional Cypriot music, photography, journaling |
| Heroes | His grandfather (a traditional craftsman), Alan Turing, and Steve Jobs (founder of Apple) |
| Aspirations in life | To live sustainably, publish a book of illustrated travel stories, and establish an eco-village retreat in Cyprus |
| Fears in life | Losing authenticity and being disconnected from nature |
| Personality Traits | Reflective, grounded, independent, curious, empathetic, resourceful |
| Interesting habits | Collects seashells from every beach he visits, codes personal side projects while on trains or ferries, writes micro-poems inspired by overheard conversations, prefers sleeping with open windows to feel the sea breeze |
| Other Psychographic 1: | Finds fulfillment in sharing knowledge and mentoring younger creatives |
| Other Psychographic 2: | Prefers meaningful, slow conversations over small talk |
| Other Psychographic 3: | Dislikes tourist traps and mass-marketed travel experiences |
| Other Psychographic 4: | Uses technology for independence, relies on apps for language, maps, and local experiences |
| **Proxy Products (Which products have the highest correlation with your Persona)** | |
| Is there a product or products that the Persona needs to have in order to get benefit from yours? | Yes – smartphone with offline capability, travel adapter, local SIM card or eSIM service |
| Are there products the Persona uses that embody the psychographics & demographics from the end user profile? | Yes – apps like Waze GPS, Duolingo, and browser, also prefers sustainable brands like Airbnb, Foody and Uber |
| Any other unusual or interesting products of note that the Persona has? | Carries a power-bank, a hand-built mechanical keyboard for remote work comfort and a wearable UV sensor to monitor sun exposure on long hikes |
| **Watering Holes (Real or virtual places where the Persona interacts with others like herself):** | |
| Favorite sources for news (e.g., which newspapers, TV shows, websites, blogs, etc.) | National Geographic, The Guardian, Cypriot local news blogs, niche travel newsletters |
| Places where they congregate with other similar people | Digital nomad forums, Tourmate Community App, sustainable travel Telegram channels, camping, and eco-retreat meetups |
| Associations they belong to and the importance of each | Active member of remote work platforms like Nomad List and Couchsurfing Events, plus local maker spaces when in larger cities |
| Where does the Persona go for expert advice and/or to get questions answered? | Reddit (r/solotravel, r/digitalnomad), Tourmate’s local expert features, and small Discord groups focused on slow travel and alternative living |
| **Day in the Life (describe a day in the life of the end user and what is going on in her head):** | |
| What are the typical tasks the Persona does each day with the amount of time associated with each? | Morning routine, journaling, Tourmate exploration: 1.5 hours  Client work and project delivery: 2 hours  Midday local exploration or hiking: 2 hours  Creative work and online learning: 2 hours  Social interactions, cultural events, and meals: 3 hours  Evening wind-down: 1.5 hours |
| Which of these typical tasks are habits? | Morning journaling, checking Tourmate for local experiences, walking or hiking daily, evening digital detox |
| Which require the most effort? | Delivering client work under deadlines, managing online communications in different time zones |
| Which does the Persona enjoy? | Exploring new locations, cultural immersion, creative sketching and journaling, connecting with locals |
| Which does the Persona not enjoy? | Technical troubleshooting, digital admin work, managing difficulties while traveling |
| What makes it a good day for the Persona? | Discovering a hidden local gem, completing meaningful work, making a genuine connection, seeing progress in a personal project |
| What makes it a bad day? | Connectivity issues, over-touristy areas, lack of inspiration, unexpected interruptions |
| Who is the Persona trying to please the most? | Himself first—seeking fulfillment and alignment with his values; secondarily, his clients and the local communities he interacts with |
| What is the top priority of the person/people the Persona is trying to please? | Quality, trust, authenticity, and meaningful outcomes |
| **Priorities:** | |
| Priorities (what are your Persona’s priorities – focus first on biggest fears, then biggest motivations – and assign a weighting to each so that it adds up to 100) | 1. **Living authentically and in harmony with his values** Weighting: 30% 2. **Exploring the world through slow, meaningful travel**  Weighting: 25% 3. **Balancing remote work with personal freedom and wellness** Weighting: 20% 4. **Connecting with local cultures and supporting communities** Weighting: 15% 5. **Continuous learning and creative expression**  Weighting: 10% |
|  | Now, revisit the General Information Worksheet and update as needed, especially for items 3, 4, 6, and 7. |

## NOTE: Persona Profiles for Multisided End User Market Requires All Sides