

NAME

Sophie Lecourt

TYPE

Rational



### Demographic

Female 25 years

France

Single

### Skills

Studies



Motorcycle



Rock climbing



### Goals

She is determined to become a doctor and help people.

### Quote

“Medicine heals the body, mechanics heal the soul”

### Background

She learned mechanics by helping her father in his workshop during her childhood and started riding motorcycles when she was a teenager.

### Motivations

Motorcycle  
Help people

### Frustrations

Difficulty of medical studies  
Don't have access to all the resources or equipment for the competition

### Channels



Laptop



Smartphone



Netflix



WhatsApp



Messaging



Google



Spotify



Vehicle



Instagram



Pinterest



Doctor

### Browsers



### Technology



NAME

Yuu Mi

TYPE

Rational



## Goals

Travelling all over the world

## Quote

*Nature is my inspiration, photography my way to immortalize.*

## Demographic

Female 34 years

China

Married

Photographer

## Background

Her parents are former lawyers and her grand parents were farmers.

Journalism school after failing medicine school.

Passion for cycling.

Traveled from Beijing to Bangkok on bike.

## Skills

Photography



Social



Critical Mind



## Motivations

Bring freedom of expression to China

Environmental and culture protection

## Frustrations

Fake news

Data theft

Hard to share content

## Channels



Google



Messaging



Spotify



WhatsApp



TikTok



Laptop



Smartphone



Tencent QQ



Skype



Facebook



Instagram



Pintrest



Sina Weibo



Zhihu



Meituan



LinkedIn

## Technology



## Browsers



NAME

Kevin O'Brian

TYPE

Idealist



### Goals

Get a high school diploma and be a Harvard student.

### Quote

*Technology is not only a passion, it is a way to change the whole world.*

### Background

"He has good IT skills. Curious and autonomous. Natural leader."

### Demographic

♂ Male 15 years

📍 USA

Single

Student

### Motivations

Tech

Video games

Sport

### Frustrations

Want the last gen tech

Problem solving

Learning too slow

### Skills

Programming



Video games



Football



### Channels



PC



Laptop



Phone



Tablet



Smartphone



Smart watch



Smart glasses



Chatbot



Google



Messaging



Snapchat



Spotify



WhatsApp



YouTube



TikTok



Twitter



Digital  
entertainment

### Technology



### Browsers

