



BusyBee

Doelgroep/Persona:

Energetic Millennial Kara

Stats for Kara

- Life-stage: looking to start in the workforce
- Age: 25 years
- Annual household income: € 40,000
- Internet usage: many times a day

Relationship group

- Marital status: single
- Children: no

Education/Skills school

- Education level: an undergraduate degree
- Technical level: super comfortable
- English level: native

Interests

"I just want enough money to buy a good car"

Kara is newly graduated from her university and is looking for a job to start off her career.

Kara is motivated by finding opportunities for her future. Kara is 20-25, and lives in the suburbs. Kara is single, has no children and is often kept busy with social media.

Kara is super comfortable with technology.

She wants to use her social media skills to possibly do digital marketing.

Jargon familiarity **Spare Time** **Comfort with technology**

Kara is not familiar with the industry specific terms that are used in the industry at hand.

On an average day, Kara has plenty of spare time.

Kara is super comfortable with technology.

Social Media usage

Of all the time spent on social media on an average day, the distribution of time is as follows:

Instagram	Facebook
Youtube	Twitter
Snapchat	LinkedIn

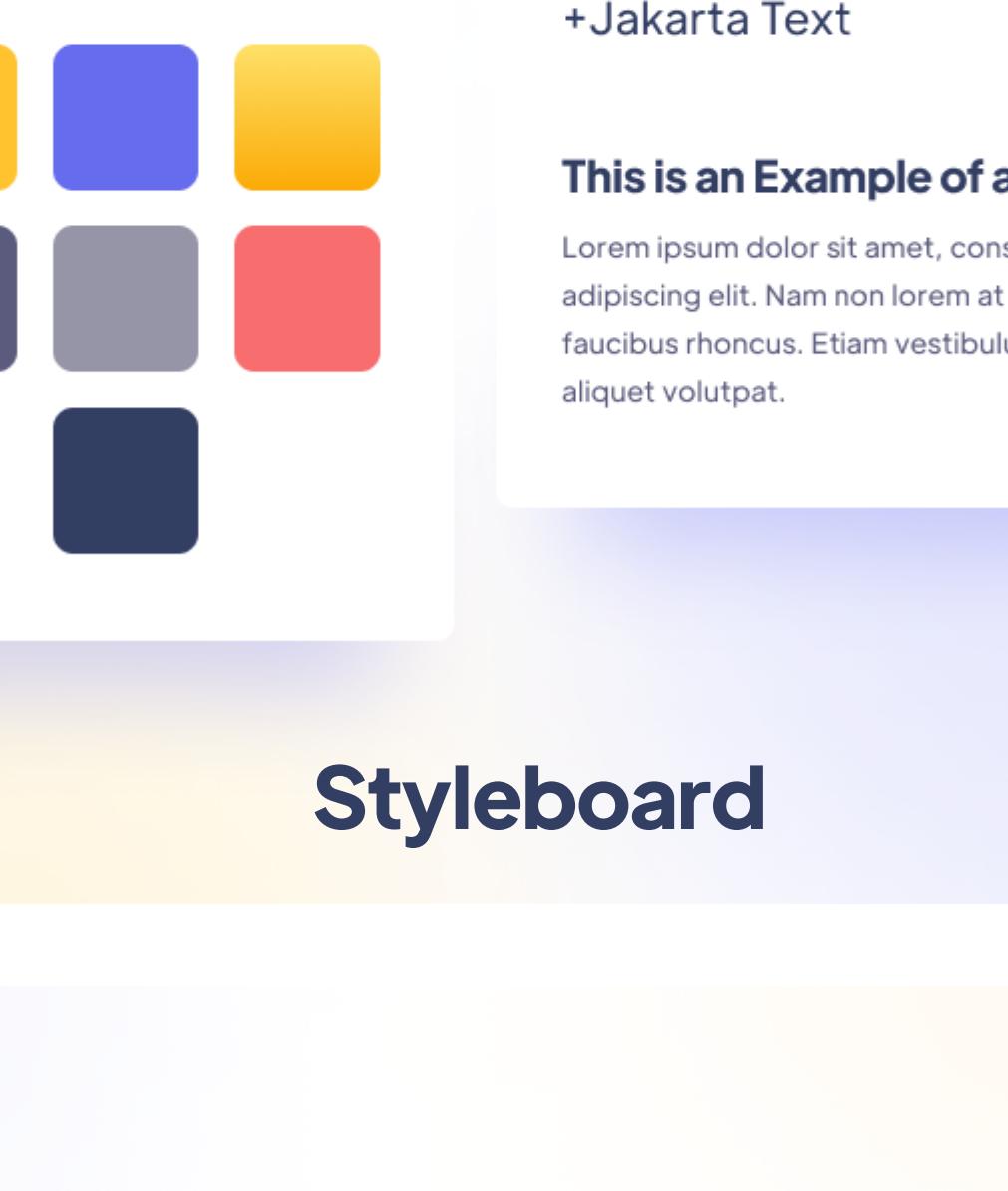
Categorie:
"Entertainment"

Problem

"What's the best place to go out?"

Concept

Social media map app

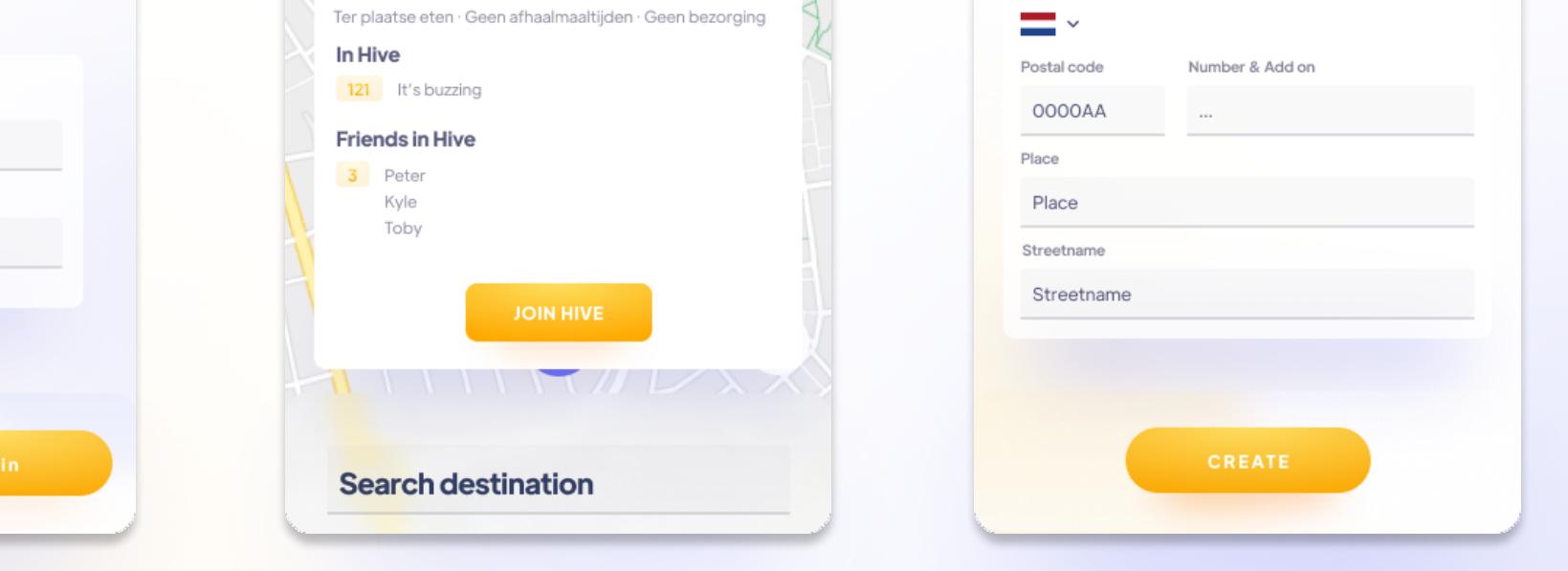


Moodboard

UI Designs



Wireframe



Styleboard

UI Designs

