

# kojied

User Persona Analysis



## Basic Information

**Age:** 28-33

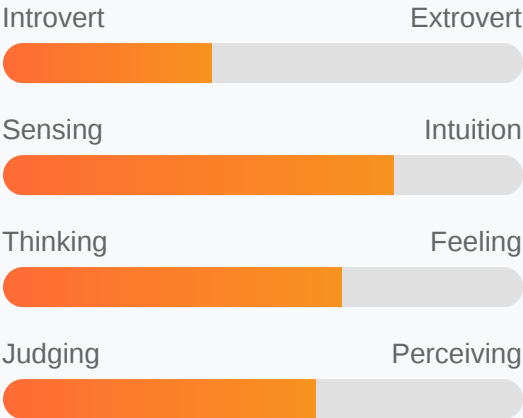
**Occupation:** iOS Developer

**Status:** Single

**Location:** New York City, USA

**Archetype:** The Explorer

## Personality (MBTI)



## Personality Keywords

Analytical

Curious

Reflective

Tech-Savvy

Environmentally-Conscious

## Motivations

To experience and explore New York City's cultural scene.

To leverage technology to improve daily life and potentially contribute to positive global change.

To stay informed about current events and engage in thoughtful discussions.

## Behaviour & Habits

Frequents local bars with a preference for music and dancing.

Explores new technologies, particularly in the spatial computing space (Vision Pro).

Spends time engaging with online communities (Reddit), participating in discussions on a range of topics from tech to philosophy to climate change.

## Frustrations

Feeling out of place amongst younger crowds at venues.

Limitations of current technology and the latency issues of virtual display.

Lack of consumer engagement with ESG ratings and sustainable practices.

## Goals & Needs

To integrate the Vision Pro into his professional workflow as an iOS developer.

To find a way to make ESG ratings more consumer-facing and impactful.

To contribute to discussions and initiatives promoting climate change solutions.