

English

Consumer Profile for Bronet app (Social Connection App)

Primary Demographic:

- Age: 18–40
- Location: Primarily urban areas or university towns where people have access to a large number of activities and may frequently move for education, work, or travel.
- Education: High school graduates, university students, young professionals
- Income Level: Low to middle-income brackets, as the app is likely most appealing to students, recent graduates, and those starting their careers

Interests: Socializing, networking, attending events, traveling, exploring new hobbies, and meeting people with similar lifestyles or interests

Lifestyle: Outgoing and sociable or, in some cases, looking to become more social or broaden their friend group. They are interested in forming real-life connections beyond their existing circles and may struggle with finding people with shared interests in their immediate surroundings.

Values: Building meaningful connections, openness to new experiences, community engagement, and personal growth through relationships and activities

Technology Usage: Comfortable with using mobile apps and social media platforms, with high daily screen time. They are familiar with using digital tools to connect with people, whether through social media, dating apps, or professional networking sites.

Usage Intent:

Friends & Hobbies: To find friends who share specific interests, such as hiking, gaming, arts, or studying.

Casual Acquaintances: Seeking company for activities like attending events, going on trips, or exploring local spots.

Networking Opportunities: For those interested in professional or academic networking with like-minded individuals in their field.

Needs and Expectations

Ease of Use: Expect a seamless, user-friendly experience, with intuitive matching based on interests, location, and preferences.

Flexibility: Users expect options to set their availability and preferences (e.g., friends for specific activities or interests).

Customization: Users want to personalize their profiles to showcase what they're looking for, such as travel buddies, event companions, or people with specific skills or knowledge.

The app will appeal to users who prioritize building face-to-face connections and value genuine social experiences over online-only friendships. Users will be motivated by a desire to try new activities, expand their horizons, and meet people from diverse backgrounds.

The app offers an easy way to find friends and acquaintances without the social barriers or logistical challenges of meeting people organically.