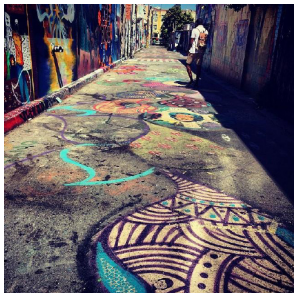




#KellyOrdin
#StevBauer
#Stinkfish
#Banksy
#JetMartinez
#OilPaint
#MixedMedia
#BlueBottle
#Hipster
#Industrial
#MoscowMule



#StinkyFish, #Banksy, #KellyOrdin, #Graffiti, #StreetArt, #mission, #hipster

DANAE TELLERS

Age: 22
Occupation: Student
Location: Amsterdam
Education: Bachelor's Degree
Race: White/European

Danae a newly graduate student from Amsterdam giving herself a trip to California as a present. Danae's first stop is San Francisco since Danae's friend from high school in Amsterdam, Lian is currently living in San Francisco, tells her how awesome the city is - in art, culture, and tech.

Lian introduces an app called PopIn that will help Danae along her visit. During the signup process, the app asks Danae for permission to link her Facebook account to access to her friends and interests. Next, the app asks her to organize her profile by inviting and adding friends. PopIn also asks her to build her keywords and PopIn profile. Danae organizes keywords of her interests in art, likes her art style and favorite artist along with her other interest and what she hopes to find on her SFtrip Pack. On the KeyWord section, Danae adds words like - Kelly Ording, Steve Bauer, Stinkfish, Banksy, Jet Martinez, Oil Paint, Mixed Media, Blue Bottle coffee, Hipster, Industrial and Moscow Mule.

After all the signup process, the app generates her key words on map and tells her where is her most match located. The map shows that her most mathed area is in the Mission. Danae plans her trip to the Mission using PopIn getting direction and keeps PopIn to activate. Once she arrives to the mission, she starts walking around and check out the area. Danae walks by Clarion Alley, PopIn notifies her that she is close by her keywords, #KellyOrding, #Graffiti, #Stinkfish and #Banksy. While she checks out Clarion Alley, PopIn asks her too check in by one tap on her lock screen. Danae takes couple pictures from the alley and chooses one to share on PopIn with her friends and her followers. Danae plans to meet up with Lian at a coffee shop called Ritual in the mission. Once she arrives to the Ritual, PopIn gives her a notification asking if she is at Ritual, as the PopIn also tracks the place that you have visited.