



Not-Jardine

- Late twenties
- Is a nerd
- Lives in edinburgh
- Winning smile

Behaviours

- Likes space
- Likes documentaries and informational videos
- Nerdy stuff
- Insatiable thirst for knowledge
- One day wants to work for SpaceX

Demographic information

- Millenial consumer
- White male
- Distinctly average intelligence
- Like seriously middle of the bell-curve
- Computer user
- Gamer
- Likes mayonnaise
- Vegetarian
- Nerd
- Sux @ table tennis

Needs and goals

- Wide selection of documentaries and videos on space
- Familiar layout and ease of use
- App that works in browser, on smart TV, tablet etc depending on needs
- Wants to rule the world through CSS skills