

**Name:**

**Boris the blade**



**Demographics & characteristic:**

- Male
- 39 years old
- Father of two
- Likes spending time with family
- Healthy lifestyle
- Enjoys landscape photography

**Values and behaviours:**

- Thinking over feeling
- Likes to laugh
- Prefers simplicity and minimalism
- Works hard
- Tries to go beyond but with minimum effort required
- Has attention to details

**Needs and goals:**

- Be able to track countries and photo locations
- Be able to add countries and locations
- Locations shall have a brief description and tips i.e. where to stay, good restaurants.
- Be able to add photo locations worth exploring
- Be able to add photos to the location
- Be able to search for location by continent, city or country
- Show on map where photos were taken
- Wants to see photo key meta data
- Be scalable to mobile phones including Samsung Galaxy S10+

**Pain points:**

- Things being complex
- Navigation requires a too many clicks
- Not intuitive
- Poor presentation on a mobile phone
- Too many colours