

Personas

<p>Name: Knut Gender: Male Age: 42 Occupation: Consultant Marital status: Married Education: Master's in Law</p>	<p>Knut is a 42-year-old consultant. Having worked as a professional for 15 years, he is a senior with a tight schedule, a busy man who likes to plan things in advance.</p> <p>Knut is not particularly tech savvy, beyond using office programs at work. He also has limited time to surf the web, as a married man with children and a busy career, and takes no interest in social media. When he does go online, he usually does so to check news and his email.</p> <p>However, occasionally he will go online for shopping, since this is convenient and allows for easy comparison of products. He shops with a clear goal in mind, rarely getting distracted by flashy promotions.</p>
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<p>Name: Lasse Gender: Male Age: 28 Occupation: Student Marital status: Single Education: Pursuing a Bachelor's Degree</p>	<p>Lasse is a 28-year old fashion oriented student. He spends a lot of time online, and particularly takes an interest in looking for clothes and accessories for himself. Often he will spend hours browsing store websites without the intention of buying anything, but rather to get inspired.</p> <p>Lasse has no problem navigating the web and is very tech-savvy, having played online games and building computers since secondary school. He mostly browses on his desktop computer but will also stay online with his smartphone.</p> <p>As a student, he pays close attention to the price tag and is always on the lookout for a good sale.</p>
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Name: Sofia Gender: Female Age: 23 Occupation: Student at OsloMet Marital status: Cohabitant Education: Bachelor in Cultural Studies	<p>Sofia is a 23-year old Master's student who has used the Internet actively since secondary school. She is a multi-device user, alternating between her smartphone, Macbook and Ipad, always making sure she is online and updated.</p> <p>Sofia likes to get inspired through Instagram and other social media, and will often click on tempting advertisements. While she enjoys shopping for herself, she will frequently browse the web for small gifts to her boyfriend and her family.</p>
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