



# SARAH 27 YEARS OLD, SALES MANAGER

## BIO

Sarah is an active person. She lives in Berlin with her boyfriend for many years and loves traveling to new cities. In her free time she tries to meet as many friends as possible and plays Handball. She is interested in cultural themes.

## WHAT SARAH SAYS ABOUT SCAVENGER HUNTS:

„Personally, I love exploring new cities, I could imagine doing that by playing a scavenger hunt. In this case, I would choose an existing one, which has a high rating!“

## NEEDS & GOALS

- ⦿ good maps with precise GPS
- ⦿ live synchronization to play with friends
- ⦿ easy use of the app
- ⦿ enough existing hunts to choose from
- ⦿ different types of tasks involving physical tasks
- ⦿ a cultural themed hunt would be great

## FRUSTRATION FACTORS

- ⦿ it takes too long to explore the city
- ⦿ the GPS is not working correctly
- ⦿ the design of the app is confusing
- ⦿ there are too many steps before you can start playing

## SARAH IN A ROW



Apple User



Culture Lover



Sports



Travelling



Friends