

# Matt Blem

Age: 23

@Manchester



## ABOUT

Protesting for the bees and climate change. Pushes for others to do the same, frequently recommends nature based games to friends as a fun way to involve them and get into the importance of nature.

Smokes occasionally, strong vegetarian.

## NEEDS

- To have his wedding in a meadow
- To have real honey
- To show his kids bees in their natural environment
- Go camping in hiking in a green area

## FRUSTRATIONS

- The rise in artificial honey
- Lives in the city where there isn't much greenery and bees
- Scared the flowers he want won't be available for his wedding
- Not many people are aware of the problem

## Personality

**Trait 1:** Outgoing

**Trait 2:** Gamer

**Trait 3:** Adventerous

## TECHNOLOGY

Apps ● ● ● ● ●

Internet ● ● ● ○ ○

Social media ● ● ● ● ○

## INTERESTS

Mobile

Future

Games

Adventure Outside

Nature