

## Ricke Peterson



"I'm looking for a site that will give me information bigger events within space exploration"

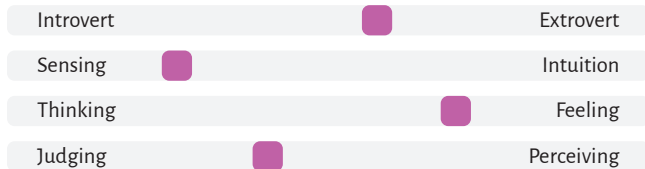
Age  
Occupation  
Status  
Tier  
Archetype

31  
Social Media Intern  
In a Relationship  
Blogger  
The Planner

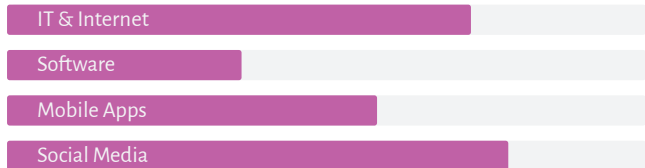
### Bio

Ricke is a an intern at as a social media expert for an online news site. She has been tasked to create and manage a microblog featuring news updates and articles about space exploration and the inovations within this field. She has little knowlage about this topic and is looking for a source that will give her enough insight to get started.

### Personality



### Technology



# John Anderson



"I'm looking for a site that will give me information on upcoming launch events"

**Age**  
**Occupation**  
**Status**  
**Tier**  
**Archetype**

46  
Regional Director  
Married  
Experiment Hacker  
The Explorer

## Bio

John is a regional director for a tech company. On his spare time he builds and launches weatherballoons configured with electronical sensors and simple experiments. He is actively involved in a local after-school program, aimed towards teaching kids and young adults more about the science of nature.

## Personality



## Technology

