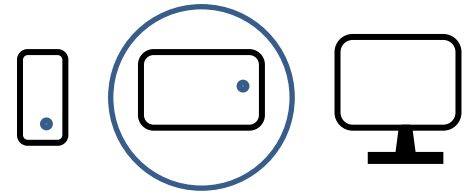




Name: Noah Joseph
Age: 20
Education: Bachelors
Job: Student
Family Status: -
Location: Warsaw, Poland



My device preference

My Story: I am a student and art lover. I am constantly looking for inspirations around me in paintings, sculptures and murals. I wish to derive inspiration to create it myself .

Quote: “I am inspired by artwork that speaks or depicts deep human emotions. Especially the emotions like humanity, kindness, empathy. I feel very disturbed by the violence and war in my neighbouring countries. I would love to spread the message of peace and love around the world through art.”

Needs:

- A social media platform where humans talk about humanity
- Make communities that share similar outlook
- Permission to create, update and delete posts upon signing in.

Frustrations:

- Social media platform propagating material interests
- People engaging in superficial conversations

Goals:

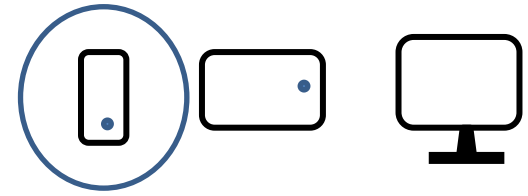
- To engage with a community that shares similar interest.
- To be surrounded by people who love depicting human emotions through art.

Environment:

- Home
- On the way
- Park



Name: Pearl Jacobs
Age: 35
Education: Masters in Psychology
Job: Mother
Family Status: Married
Location: London, UK



My device preference

My Story: I am a mother of a 8 year and a 4 year old kids. I feel overwhelmed with the work at school and at home taking care of all the household chores.

Quote: “Currently, I’m not just a mother of two kids—I’m also a caretaker, grocery runner and chef for a full house with very active children. I’m super busy always and seek motivation through positive thoughts to go on. All the instagram and facebook pictures make me feel miserable. I want communities that talk about positive thinking in difficult times..”

Needs:

- Looking for a social media platform that discusses motivation, positive thinking.
- A positive message sharing portal

Frustrations:

- People who only talk about their achievements and not where they got motivations from.
- Photoshopped happy pictures hiding reality

Goals:

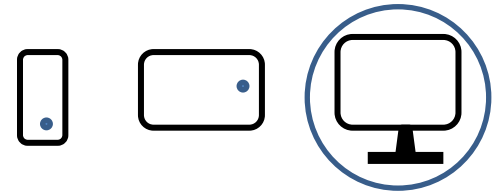
- To feel inspired
- To feel happy and motivated
- To learn about sources that lift your moral up

Environment:

- Home
- On the way to work
- Park



Name: Anthony Felix
Age: 25
Education: Masters
Job: Technician
Family Status: -
Location: Berlin, Germany



My device preference

My Story: I am a refugee in Berlin since that war in Ukraine. I moved to Berlin leaving lots of my family and friends behind. I am making a new life in a strange new city. I am seeking to be surrounded by people, who have kinder thoughts and feel empathetic.

Quote: “I am constantly looking for communities that talk about positivity, kindness and empathy. Always thinking about how to feel inspirations”

Needs:

- Community of kind people
- Empathy
- Socialize in order to numb my pain and loss

Frustrations:

- Fake emotions
- Sugar coating about their lives
- People who say they understand without knowing the real pain

Goals:

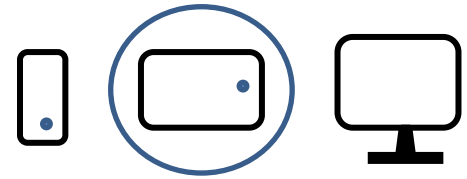
- To feel inspired
- To be surrounded with positive emotions

Environment:

- Home
- Travel
- Free time



Name: Paul White
Age: 70
Education: M.Ed.
Job: Retired
Family Status: Married
Location: Munich, Germany



My device preference

My Story: I am a grandfather to three lovely grandchildren. I have lived a successful life. But now I am a recovering cancer patient.

Quote: “I have seen miracles that science can do in treating my cancer. But I wish to find sources like books that I can read and feel inspired to heal well.”

Needs:

- Real conversations
- People who share common interests
- Kindness and empathy

Frustrations:

- Show off
- Edited fake representation of themselves
- Unkind people

Goals:

- To feel inspired.
- Will to fight and survive
- Make the best of life left

Environment:

- Hospital
- Home
- Parks