

## **Hard Facts**

Kara is living in a small apartment in Eindhoven. She's 20-25 years old, single and has recently graduated from university. She works at a McDonalds and has an annual income of €9,000

## **Personality**

Anxious (because of trauma)  
Extraverted  
Cheerful  
Independent

## **Interests and Values**

Kara likes to stay up to date on the newest technology and is subscribed to multiple magazines covering all the latest tech. She also likes to toy around with hardware and is super comfortable with handling tech.

Kara also loves spending time on social media. She can spend hours at a time on instagram or snapchat. On an average day she spends around three hours on Instagram, two hour on Snapchat and about an hour a day on Youtube

Kara likes to look good and to shop for clothes online. She spends around 400 euro every month on Clothes.

Kara wants to make sure she doesn't spend too much, she always tries to find the best deal.

## **Goals**

Kara is currently unemployed but is actively looking for a job to start off her career. She wants to use her social media skills to possibly do digital marketing.

Kara wants to have enough money to be able to afford a good car.

## **Scenario**

The house Kara currently lives in was broken into 2 years ago and she hasn't felt the same since. She feels paranoid about what might happen when she's not home and would love for a way to monitor her home from a distance.