

## **Sture Kranz (User)**



Twenty six year-old Swedish freelance programmer. He is currently a bachelor living in his decent size apartment, goes to the gym three times a week, and is always on a look out for restaurants with new cuisine to try. He got into crypto trading early in his programming career as he believed it is the next big thing and is worth investing into.

Sture is a very organized and responsible person. He starts the day by checking his holdings, and, if he is on a contract, he will then prioritize the employer's work.

Throughout the day, he would often check the changes in the crypto and stock market to form a decision to manage his finance. He uses social media platforms like Twitter to

monitor the changes as it is more spontaneous. In the past year, Sture has also been trading NFTs, so his focus on social media recently has been looking up potential NFT collections that are worth investing into.

Sture has had somewhat of a success in his crypto trading and has built up quite a respectable NFT portfolio. He has been using social media daily already and now wants to reach out to friends within the same NFT collection. However, Twitter does not have much support for NFT contents, so he wants to see alternatives that allows him to showcase his portfolio of NFTs to both his web3 and real-life friends.

## **Jeffrey Joyner (Moderator)**



Thirty-five year-old founder of a NFT project. He was born in Montreal, Canada and studied Computer Science at the University of Waterloo. Jeffrey started his career as a software developer exploring different fields, such as mobile app development and developing websites, but now he has been working on a few crypto currency projects. His current project, Sketchings, is an NFT project in which he collaborated with a few notable artists. He is, overall, an organized and systematic person with strong understanding of software technologies, including novel ones like web3 and decentralized network.

Being a founder of Sketchings, Jeffrey always aims to maintain the stability in his community; therefore, it is important that he must keep up the communication with the people who hold his NFTs effectively. He uses social media like Twitter regularly to monitor the posts from people in the Sketchings community and other NFT communities. By reflecting on the thoughts people posted, he will then form new proposals to improve Sketchings. Also, he would often apply his experience in product marketing to answer questions people post and to clear up any misinformation.

With the current booming of the NFT market and Sketchings, Jeffrey finds his work becoming harder. Twitter does not satisfy him as he deems it as too restrictive and inefficient for communication with his community members. He is currently looking for an alternative that allows him to set up his own circle and focus his connections toward the NFT traders. He wants a platform that has support features for NFTs and allows his community to set their rules and restrictions without being dictated by one large party.