**Target Audience:**

* Age: 17-27
* Education: Still studying (A-Level / Uni) / just graduated
* Occupation: Any – just entering workforce
* Gender: Any
* Psychographics:
  + Tech-hobbyist
  + Slightly anti-social
  + Not confident
* Goals / Challenges:
  + Wants a good work/life balance.
  + Has trouble getting mentally prepared to go out OR has trouble being able to calm down and focus.