

MAX ANDERSON

THE YOUNG PROFESSIONAL



“Work hard, play harder”

Max is a young professional lives in a city. He loves dining out, try new bars, and clubs. Loves outdoor activities as well. He starts a day with a good coffee. Although his office provide free coffee and lunch, he prefers to go eat out. He likes to get lunch from food trucks, try different food and chat with his co-workers. He is pretty social, attends meetups and meet new people.

Demographics

Age: 31
Occupation: Senior Programmer
Education: Undergraduate
Status: Single
Income: \$90,000

Goals

- Stay socialized
- He wants stimulus for his life
- Provide him information about events

Technology

IT & Internet



Softwear



Mobile Apps



Social Network



Personality

Extrovert

Introvert



Sensing

Intuition



Thinking

Feeling



Judging

Perceiving

