



AGE 28

JOB Asst Marketing Manager

LOCATION Brighton

QUOTE

“I love the fun and variety of living in Brighton, there’s always something new to do. I like getting a bargain as well so collect points through loyalty cards. I check social media several times a day and love to share what I’m doing with friends.”

GOALS (General goals this person strives for in life)

- Fun and personal interactions
- Getting a bargain
- Novel experiences
- Social media recognition
- Fast payments

ANNOYANCES (Things this person dislikes about day to day life)

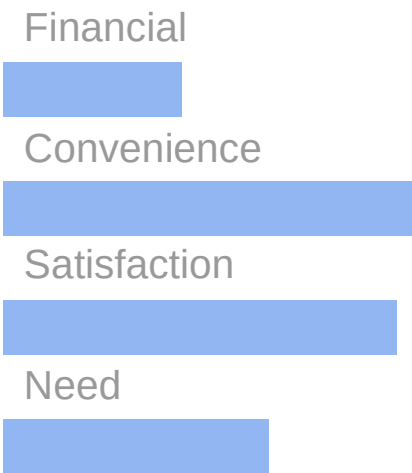
- Spam marketing
- Boring interactions
- Cash commerce
- Anonymity

BIO

Melody is an Assistant Marketing Manager for a large graphic design company in Brighton and is originally from Manchester. She does a lot of online shopping and loves playing Candy Crush on her iPhone. She has a wallet full of loyalty cards and rarely carries cash, preferring payment apps or contactless cards. She spends her nights out at immersive theatre with friends and her nights in watching Netflix and playing Family Farm on her Xbox.

MOTIVATIONS

(For using the vending machine)



TECHNOLOGY

