



AGE: 16
OCCUPATION: Student
EDUCATION: high school
INCOME: parents income (high-medium)
FAMILY SITUATION: she lives with parents and an older sister
COUNTRY/CITY: Italy, metropolitan city Florence

BEHAVIORAL TRAITS: she follows trends, she pays attention to brands.

PREFERRED CHANNELS: social media, friends, influencers, exclusive club

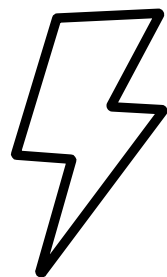
QUOTES: *"I live my best life"*

INFLUENCES:
Her parents have never forbidden her anything, but she is well-educated and respectful of rules.



GOALS

SHORT-TERM GOALS: going out with friends, go shopping and making new experiences
LONG-TERM GOALS: Realizing her dreams, self-fulfillment, exploring the world



PAIN POINTS

FEARS: Staying alone at home, she grew up with an emotional lack due to parents' work commitments, fear of disappointing parents
CHALLENGES: self-fulfillment, managing social expectations

PIETRO



AGE: 45
OCCUPATION: bank employee
EDUCATION: master's degree in Economy
INCOME: €40000-€45000/year
FAMILY SITUATION: lives with his wife and twins
COUNTRY/CITY: Italy, metropolitan city Turin

BEHAVIORAL TRAITS: he pays attention to price due to family. When he goes into a shop he buys products for the entire family, not only for himself

PREFERRED CHANNELS: physical shop, web sites like Amazon and Ebay, TV spots, Youtube, newspapers

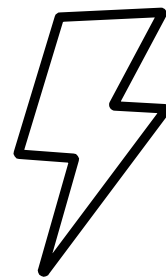
QUOTES: *"I live for my family"*

INFLUENCES: He grew up in a dysfunctional family, lacking love, so now he is really close to his family and he doesn't want his children to lack anything



GOALS

SHORT-TERM GOALS: have fun with his children and wife, efficient management of economic resources
LONG-TERM GOALS: job enrichment, save money to send his children to university and enjoy his retirement



PAIN POINTS

FEARS: children are disappointed about his father, lose his job, health problems
CHALLENGES: children's behaviour, try to always do the good thing



AGE: 30

OCCUPATION: software engineer

EDUCATION: master's degree in Compute Engineering

INCOME: €45000–€55000/year

FAMILY SITUATION: lives with his girlfriend; planning to start a family

COUNTRY/CITY: Italy, metropolitan city Milan

BEHAVIORAL TRAITS: Comfortable with digital tools and emerging technologies

PREFERRED CHANNELS: YouTube and Reddit for tech content, Tech blogs, online forums, and product review platforms, streaming platforms

QUOTES: *"Innovation distinguishes a leader from a follower", Steve Jobs*

INFLUENCES: partner's tastes and interests, Online tech communities



GOALS

SHORT-TERM GOALS:

improve work–life balance, curious about new technologies

LONG-TERM GOALS:

advance his tech career or specialize further



PAIN POINTS

FEARS: lack of time due to demanding workload, Investing in solutions that don't deliver real value

CHALLENGES: avoiding stress overload, sharing experiences with his girlfriend, even outside his comfort zone



POSITIVE ELEMENTS

DESIRES: Stability and security for his future family, Tools and services that simplify daily life

NEEDS: time-saving solutions, learning the use innovative tools

ROBERTO



AGE: 16

OCCUPATION: student

EDUCATION: high school

INCOME: parents income (low)

FAMILY SITUATION: divorced parents, he lives with mum and two older brothers, she is a housewife, while dad is a construction worker

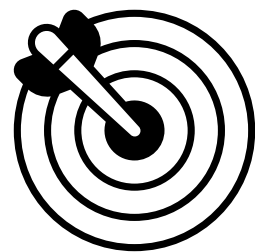
COUNTRY/CITY: Italy, Rome outskirts

BEHAVIORAL TRAITS: he follows trends, he pays attention to price.

PREFERRED CHANNELS: tik tok, instagram, youtube, friends, influencers, bloggers

QUOTES: "you 're looking at me I'm messing up... AND I AM!"

BACKGROUND: he lives in a neighbourhood



GOALS

SHORT-TERM GOALS: enjoyment, be social accepted, to find boyfriend/girlfriend

LONG-TERM GOALS: improve his lifestyle, find well-paid job, join events of interest which now he can't afford

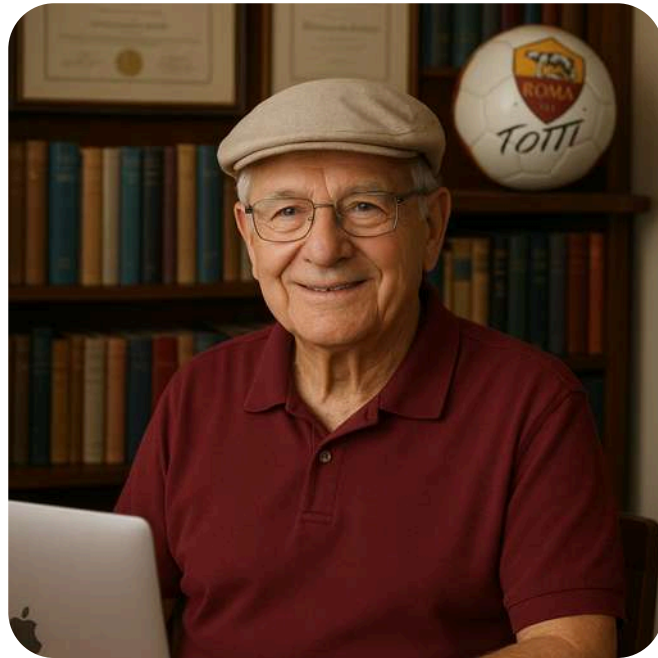


PAIN POINTS

FEARS: waste money, not able to participate in events due to low willingness to pay, be excluded from his peers.

CHALLENGES: leave outskirts in order to learn how to live in metropolitan city, hyperactivity, distraction, rebellion (tendency to refuse advices)

CARLO



AGE: 80

OCCUPATION: retire, ex doctor

EDUCATION: university degree

INCOME: €60000/year

FAMILY SITUATION: lives with his wife Anita

COUNTRY/CITY: Italy, metropolitan city Rome

BEHAVIORAL TRAITS: methodical and analytical in decision-making, prefers structured and reliable services, curious about new technologies, dislikes unclear communication or aggressive marketing

PREFERRED CHANNELS: facebook, word of mouth, ex colleagues

QUOTES OR TESTIMONIALS: Alberto Sordi, Piero Angela, Francesco Totti, *"Before I trust something, I want to understand it."*

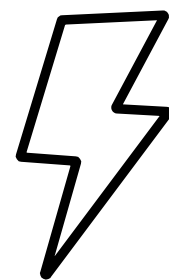
INFLUENCES: strong sense of civic responsibility, cultural identity tied to Rome, trust in research and universities



GOALS

SHORT-TERM GOALS: Stay informed on science and technology

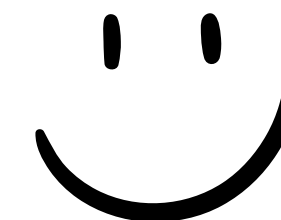
LONG-TERM GOALS: Pass on knowledge and values to younger generations



PAIN POINTS

FEARS: service accessibility, paying for something innovative that isn't worth the cost compared to traditional options

CHALLENGES: adapting to rapidly evolving technologies requiring constant updates, maintaining a high level of enthusiasm.



POSITIVE ELEMENTS

DESIRES: Maintain an active, intellectually stimulating lifestyle

NEEDS: Human support from trusted professionals, comfort



AGE: 72

OCCUPATION: retiree, ex barber

EDUCATION: middle school

INCOME: €18000/year

FAMILY SITUATION: lives with his only child

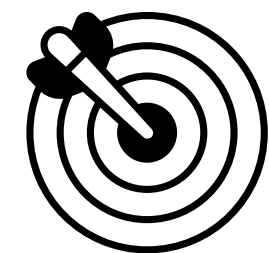
COUNTRY/CITY: Italy, metropolitan city Napoli

BEHAVIORAL TRAITS: price over quality, usually looks for the cheapest solution, relies on routine and familiar habits, not comfortable with technology

PREFERRED CHANNELS: newspaper ads, TV commercials on traditional channels, word of mouth

QUOTES OR TESTIMONIALS: Totò, Massimo Troisi, often repeats quotes from classic Neapolitan cinema

INFLUENCES: everyday watches old films on tv, documentary buff, Strong emotional memories linked to the cinema he attended with his late wife



GOALS

SHORT-TERM GOALS:

being up to date

LONG-TERM GOALS: keep managing his finances without relying too much on others



PAIN POINTS

FEARS: wasting money and time, perception that modern products are overpriced or unnecessary

CHALLENGES: understanding and using modern devices, traveling outside his neighborhood



POSITIVE ELEMENTS

DESIRES: products that are simple, affordable, and reliable, Occasional social interaction and recognition of his experience

NEEDS: money, practical support in navigating technology