

# CARLOTTA



**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



**AGE:** 45

**OCCUPATION:** bank employee

**EDUCATION:** master's degree in Economy

**INCOME:** €40000–€45000/year

**FAMILY SITUATION:** lives with his wife and twins

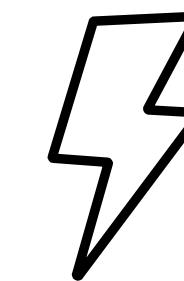
**COUNTRY/CITY:** Italy, metropolitan city Turin



## 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

**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



**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

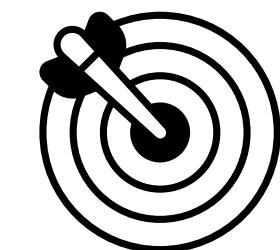
**COUNTRY/CITY:** Italy, metropolitan city Milan

**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



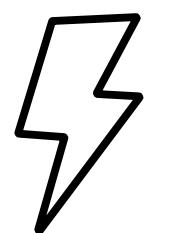
## GOALS

### SHORT-TERM GOALS:

improve work-life balance, curious about new technologies

### LONG-TERM GOALS:

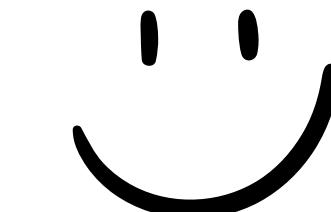
advance his tech career or specialize further



## 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

**DESIRSES:** 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 outskirt

**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

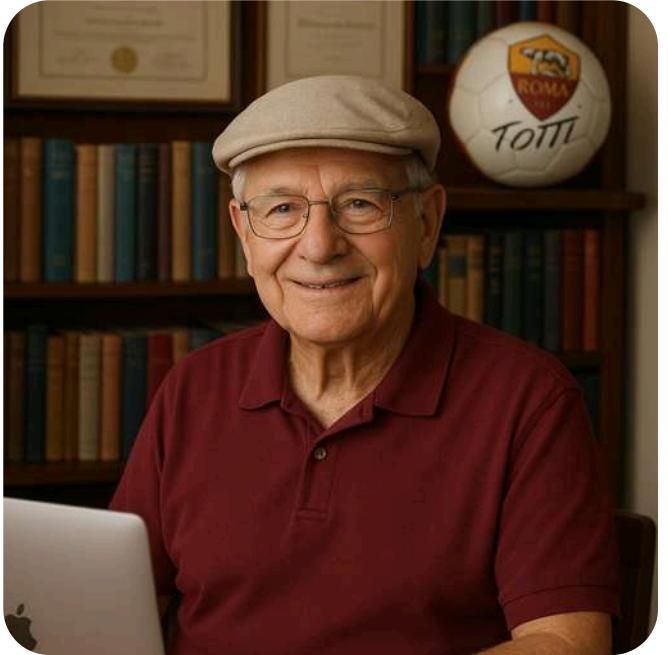
**LONG-TERM GOALS:** improve his lifestyle, find well-paid job, join events of interest which now he can't afford



**PAIN POINTS**

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

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



**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."*

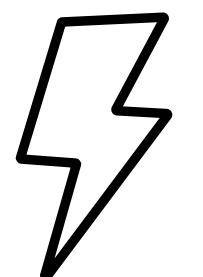
**INFLUENCES:** strong sense of civic responsibility, cultural identity tied to Rome, trust in research and universities



## 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

**DESIRSES:** 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



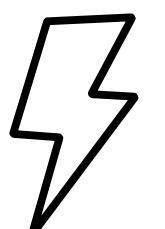
**GOALS**

**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**

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

**NEEDS:** money, practical  
support in navigating  
technology