

Stacy Han

21 YEAR-OLD KOREAN AMERICAN FEMALE



Personality: happy-go-lucky, cheerful, clean, responsible, dedicated to her friends, outgoing, awkward, organized, clumsy, not the perfect human being

Hobbies: animation, tennis, photography, videography, sleeping

Education: 4th-year undergraduate cinema and digital media major

Occupation: Video content producer at a startup

OUR TARGET AUDIENCE

Target Age: early 20's - mid 30's

Occupation: students, young professionals

Geographic Location: urban areas

Hobbies: social media, video games, Neko Atsume, using phone applications to increase efficiency in their personal lives, studying, cleaning, watching Netflix and YouTube, hanging out with friends, going out to eat at restaurants

Media Access: smartphone application

Styles of Attraction: modern, minimal, iconography, geometric, clean design aesthetic

Goals: accomplishing chores, keeping housemates accountable for organizing and keeping the home tidy, avoiding potential altercations and preserving friendships within the household

Skills: teaching new students or yuppies to adjust to living with housemates for the first time and how to properly maintain a tidy living environment

Attitudes: positive, responsible, organized, clean, tidy

Environment: clean home/apartment