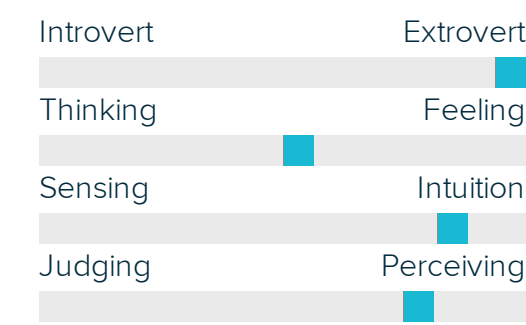




"Weird people who are there to prey on girls ruin parties. If I want to make my space the place to go for college students, I need a way to make people feel safe when they're here."

Age: 22
Work: Student
Family: Single
Location: Riverside, CA
Character: Outgoing, Friendly

Personality



- Friendly
- Cautious
- Outgoing
- Driven

Goals

- Wants his house to become the 'go-to' party location for friends and other students
- Discourage and prevent sexual assault and rape culture, especially that which takes place on his property
- Create and nurture a positive reputation for his parties among college students, the school and police in order to no get shut down

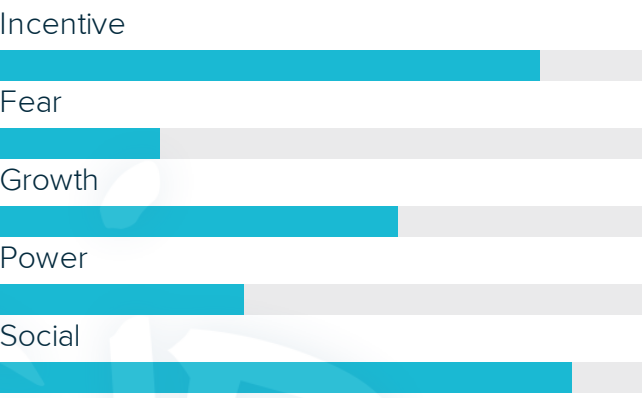
Frustrations

- The school/police are particularly strict on new party locations, and building trust with them without metrics is difficult to do quickly
- Can't be everywhere in his property at once, won't be able to catch crimes as they are happening or know of them without personally being told by victims
- He does not know a lot of the people coming to his parties well, so he has heard of stories of sexual assaults that occurred that he was not informed of.

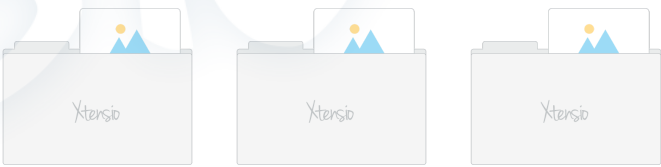
Bio

Peter is a college student who wants to unite different groups of college students through parties. He dislikes the traditional clique-iness of frat parties and wants to create an environment where all frats and students feel welcome to come party so long as they are cool and conducive to a good time. His best friend Paul got into legal trouble 2 years ago due to a sexual assault occurring on his property during one of his parties. Peter wants to avoid both the legal and emotional consequences of suffering the same fate as his friend.

Motivation



Brands & Influencers



Preferred Channels

