



Name: John Smith

Occupation: Out of work(traveling)

Demographics:

Age: 21-28

Gender: Male

Salary / household income: low to average; Probably saved up

Location: urban (he is traveling in a city)

Education: Graduated from 4-year

Family: No relationship,

Goals and challenges:

Primary goal: Meet new people!

Secondary goal: Have fun/new experiences

How you help achieve these goals: Give him a platform to meet new people.

Primary challenge: Are there good people to meet on the app?

Secondary challenge: Get him to use the app!

How you help solve these problems: Marketing

Values / fears: adventure/missing out

Primary values: Adventure

Marketing message: This app will find like minded individuals so that you can meet new people and experience new things!