

# Kai Taylor



## Interests

- Kai enjoys exploring video games (e.g., League of Legends), watching movies, and browsing Reddit
- He spends a significant amount of time online
- Prides himself in scientific thinking as a Cognitive Science major; doesn't believe in fortune telling, but willing to take it as a joke

## Personality

→ Kai is laid-back and easygoing, but he is not someone who seeks out interpersonal engagement

"Midterm season has been absolutely killing me. I'm looking for anything to take my mind off that trauma."

## Technology

→ Uses an iPhone, but primarily accesses the Internet through his laptop using Google Chrome

## Demographics

**Age:** 20

**Gender:** Male

**Online username:** @kaithedestroyer3

**Relationship status:** Single

**Occupation:** Student

**Education:** Currently enrolled @ UCSD

**Location:** La Jolla, CA

**Archetype:** The Casual User

## Brands



As someone who prefers to be alone and needs to unwind, I want something low-stakes and interactive so that I can be entertained.