



“It’s important to know and love where you live.”

Cory Creator

PRIMARY USER

Male, 51

Freelance Journalist

Creator

Bio

Cory has lived in the same city his entire life and has loved every minute of it. In his free time, he goes around town taking photos and recently started using his freelance writing skills to contribute to Wikipedia pages from local hotspots. Cory wants to find new ways to connect with his neighbors and discover new ways to share his stories, local insights, and content on social media/networking platforms.

Goals

- To share and create new content to get people out and explore the city
- Bringing attention and awareness to local events and the arts community
- Share more local history and culture

Tech

Internet



Social



Devices



Confidence



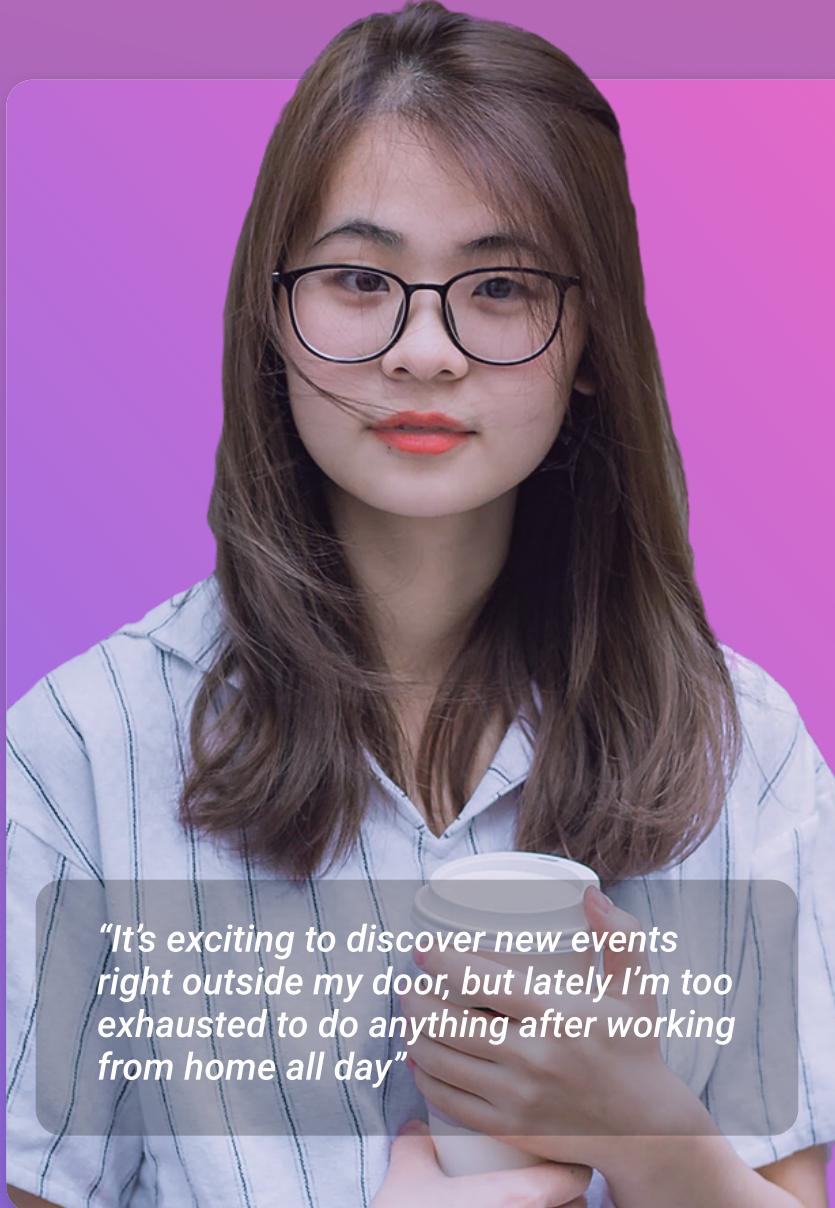
Favorite Apps



WIKIPEDIA
The Free Encyclopedia

Frustrations

- Difficult to create content, like in-person interviews and documenting events, during the pandemic
- His childhood neighborhood is changing quickly due to gentrification
- Social distancing concerns



Wanda Wanderer

PRIMARY USER

Female, 25

Project Manager, Big Tech

Explorer

Bio

Wanda is a young professional who just moved into a new neighborhood during the pandemic. When she needs a break from work, she likes to get out, but lately has felt unusually tired after work and feels safer close to home, especially during quarantine. She spends her free time scouring and contributing to online reviews for new restaurants, and to continue her quest to find a new, favorite espresso.

Goals

- Discover new places to grab a bite or some coffee
- Find places in her neighborhood to escape Zoom fatigue
- To make her new neighborhood feel like home
- Knows she's part of the gentrification problem in her neighborhood but isn't sure how to solve

Tech

Internet



Social



Devices



Confidence



Favorite Apps



Google Maps

Frustrations

- Gets lost in reading pages and pages of reviews on Yelp
- It's difficult to find things to do in the community
- Too exhausted to do anything after working from home all day



"I love to travel and explore. Having my curiosity sparked by new places, in new ways."

Tina Traveler

SECONDARY USER

Female, 31

Social Media Manager, Startup

Creator, Explorer

Bio

Tina is a serial traveler who has been forced to adopt a sedentary lifestyle due to quarantine. Since canceling all of her trips this year, she's looked for ways to make her life more interesting. She recently decided to create a virtual fashion consultancy as part of Airbnb experiences and she's trying to plan her own tours around the city to regain a sense of discovery. Tina also loves getting her steps in and believes that being outside is the key to happiness.

Goals

- Make her explorations around the city more exciting and interactive
- Exercise her mind and body everyday, and get in her 10,000 steps
- Learn about the historic culture of the city

Tech

Internet



Social



Devices



Confidence



Favorite Apps



Instagram



TikTok



airbnb



tripadvisor

Frustrations

- Can't travel very far
- Doesn't want to spend hours researching areas to visit around town
- Tough to meet new people while social distancing