



## Tech Enthusiasts

# Problem Solvers

## Idealists

# Expressionistas

## Young Believers

Want to be experts in the cutting edge of technological innovation. They are passionate about technology and pride themselves in their deep technical expertise. They are always eager to try out new technologies and understand what the innovation comes from. If they are convinced of its merit, they will use it in their projects and discuss it with their peers.

They want to know how things work and find new ways of fixing problems. They enjoy taking things apart and understanding the mechanisms which make them work. They are experts at debugging problems and thinking about ways to improve the world around them.

They want to see the world act in a better way based on clear values and principles. They are deep thinkers about the world around them and enjoy developing opinions on the areas that matter. They have well defined value systems that they would like to see other adopt.

Want to be in the know with the latest in technology, media and entertainment

Expressionistas are young consumers that use technology for influence and status. They know what's cool, understand tech, and are a "go-to" person for tech, media and entertainment. Fame-driven and extrinsically motivated. Seeks influence, friends and status.

**Want to affect change by persuading  
their passions and interests**

Young believers are consumers who aim to create change as driven by their passion and interest. They're optimistic about technology but also need to understand the WHY behind a product.

## Motivations

They are motivated by staying ahead of the curve due to their technical knowledge and skills.

They want to feel that they are participating in the definition of the future.

They are motivated by the impact that they make in the lives of the people around them and the recognition that they get as problem solvers. They like to help and feel useful to their community, while learning new skills and experience by solving problems that seem challenging to other people.

They are motivated by making social change and being part of a larger community and a larger purpose. They want to see the lives of their peers improve and the world become more free and more just.

Expressionistas are motivated by gaining influence and becoming popular due to their knowledge and skills. They want to expand their social network.

Young believers are motivated by their passions and influential within their chosen communities. But they are not driven by social status or recognition.

Learning and passion-driven. Intrinsically motivated.  
Creativity and Self-growth.

Seeks to change the world, have an impact. Delivered by following their passion, working for their interest.

## Goals

Their goals are to make better software, which will be used to influence the future. They want to help advance the world through their technical acumen and want to be acknowledged for it.

Their goals are to always learn new skills and gather more experience and use them to make impact on the lives of the people around them. They want to get to an understanding of how the world around them works and achieve recognition for their innovative and inquisitive way to look at the world.

They want to meet like minded people who they can share and debate their ideas with and affect change.

- To influence and be recognized among peers or groups as an influencer
- To get more followers, more friends, more likes.
- They want internet fame

Achievement and success in her passions and interests. Influencing and helping others around her passion.