

# Cesar



*"I'm a young professional who wants to make an impact on the world. However, because I have so little free time it's hard to research applications of emerging technologies."*

**Age:** 32

**Occupation:** UX Designer

**Location:** Mountain View, CA

**Status:** Single

**Income:** \$110,000

## Bio

Cesar is a UX Designer at a startup based in Mountain View. He works long hours and in his spare time enjoys reading, running, and volunteering. Cesar wants to build an ongoing relationship with an ecommerce platform that accepts cryptocurrency, but because there are so many responsibilities demanding his attention it is hard to research new opportunities. He needs an efficient way to spend his crypto.

## Motivations

- Financial success
- Change the world
- Personal growth

## Goals

- Maximize impact with minimum investment
- Gain social capital
- Provide constant feedback

## Pain Points

- Connecting with new industries
- Comparing different opportunities
- Applying new technologies

## Myers-Briggs Type Indicator

- Introvert
- Intuitive
- Judger
- Thinker

# Asra



"I'm a nonprofit manager who trades crypto in my spare time. I need a way to convince my friends that crypto is a useful medium of exchange."

**Age:** 45

**Occupation:** Nonprofit Manager

**Location:** Cheyenne, WY

**Status:** Married

**Income:** \$70,000

## Bio

Asra is the manager of a nonprofit based in Cheyenne. When she isn't working she enjoys spending time with her family, singing, and volunteering. She wants to buy physical goods with the profits she's made from trading cryptocurrency, but is not familiar with any ecommerce sites that accept it. Asra needs an accessible platform to trade her digital assets for real world items.

## Motivations

- Share her passions with others
- Tangible impact on society
- Mentor others and be a role model

## Goals

- Expand social network
- Build long-term business relationships
- Support small businesses

## Pain Points

- Convenience of spending crypto
- Safety and security concerns
- Ideological concerns around centralization

## Myers-Briggs Type Indicator

- Extrovert
- Intuitive
- Feeler
- Judger