**Hitchbot’s Users:**

The Curious Kid

* Likes to go on walks with father and dog
* Owns tablet and likes to use kid-friendly adventure apps while playing outside
* Likes brighter colours, and likes having one thing to focus on at a time
* Uses the Google function on the tablet to ask a lot of questions
* Likes taking pictures and then decorating them on said tablet
* He built a simple robot once with dad

Social Media Fanatic

* Likes to keep followers updated on everything around her, not just about their own life but about the cool things they finds
* Likes taking pictures and uploading them to Instagram and Twitter
* Likes adding detailed captions in order to best inform followers
* Likes giving advice and trend-setting, telling people what to like and what to wear
* Enjoys entertaining, and being the centre of attention in their own digital world
* Isn’t really that tech-savvy but likes cute-things/ideas

Tech-savvy Businesswoman

* Likes rallying behind causes that have meaning to them
* Likes showing off their technical prowess
* Is willing to donate money time and/or effort to the causes
* Secretly looking to break away from a boring desk job
* Enjoys emoting with causes
* Always looking for the next big thing
* Currently looking for a purpose: something where the skills they have matter