

# Primary Persona - Sung-min

Xtensio



*"Why does everything have to be so difficult"*

**Age:** 42

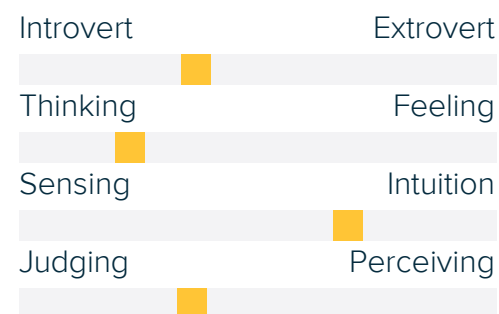
**Work:** Mid level office job

**Family:** Married with kids

**Location:** Korea

**Character:** Serious

## Personality



Serious

Proud

Hoping to relax

Poor english

## Goals

- Getting to tourist destinations without hassle.
- Finding a tourist-based app that has Korean as a language option.
- Simple and efficient UI to guide him.

## Frustrations

- Asking strangers for directions.
- Limited knowledge of Wellington
- Problems with the available solutions.

## Bio

Coming to New Zealand on a business holiday without family, he is feeling overwhelmed in an unfamiliar city, with english not being his first language.

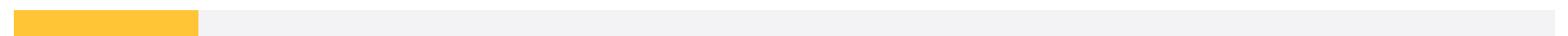
He is hoping to make the most of his limited time in Wellington, by visiting many tourist destinations, but would rather not deal with asking strangers for directions.

## Proficiency with Tech

PC



Smart Phones



Tablet devices

