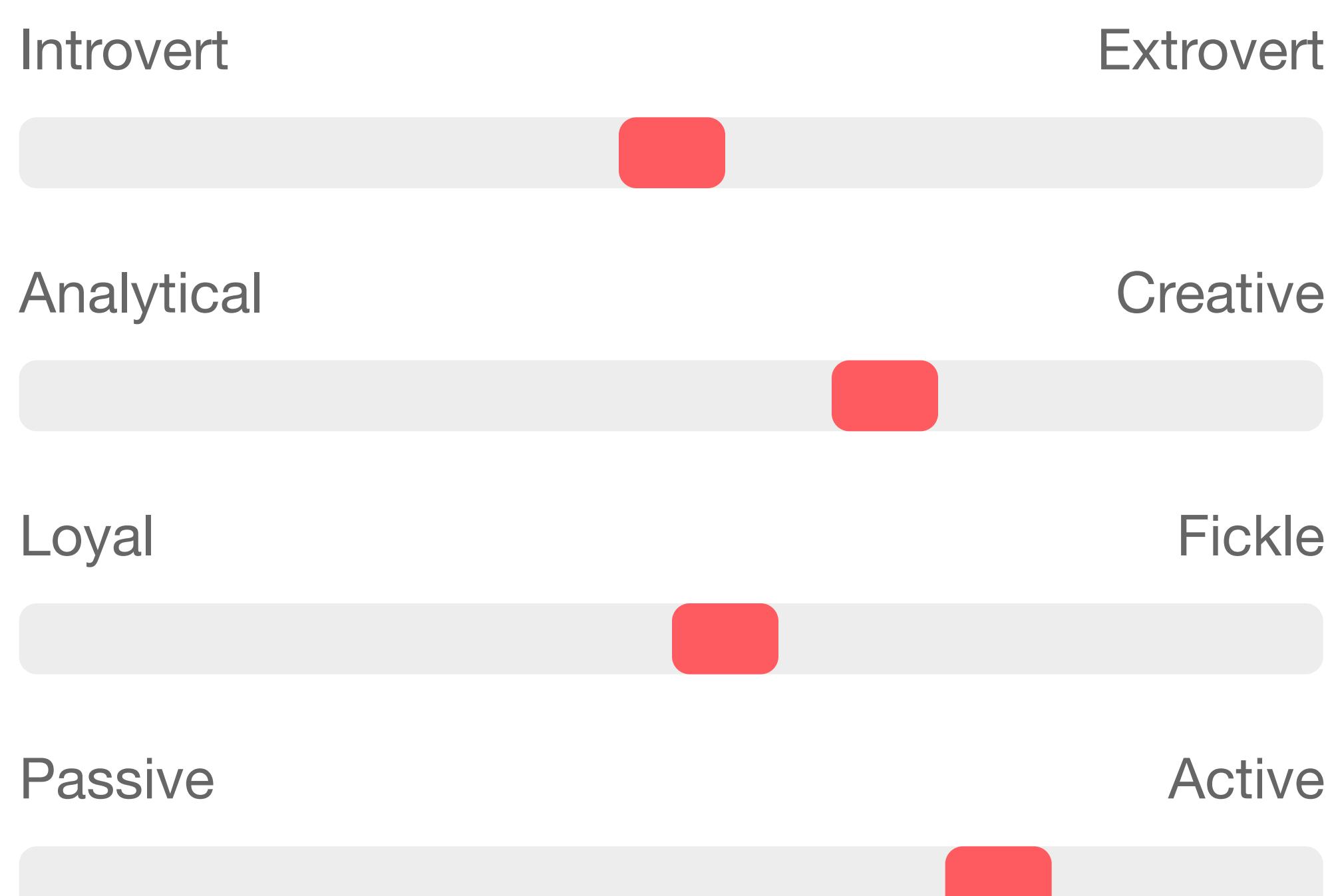




Live life to the fullest & don't look back & don't have regrats!

Age:	25
Gender:	Female
Income:	55k
Education:	College
Occupation:	Jr Developer
Family Status:	Single
Location:	Kansas City, MO
Archetype:	Dreamer

Personality



Bio

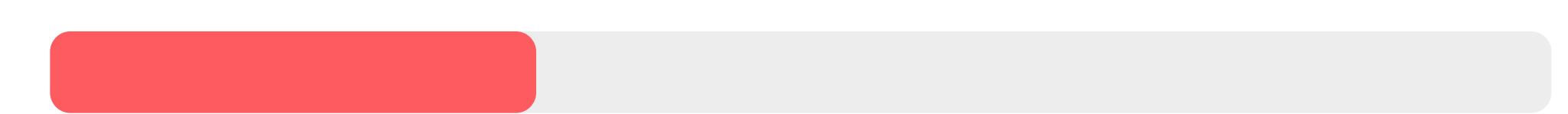
Jane Riveria is an Jr Developer and Designer. Her practice focuses on brand creation and development of visual identity system for businesses across the globe. Her aim is to infuse brands with life, character and spirit. She produces idea-based design solutions that help clients emphasize their strengths and elevate their brands.

Motivators

Easy to use



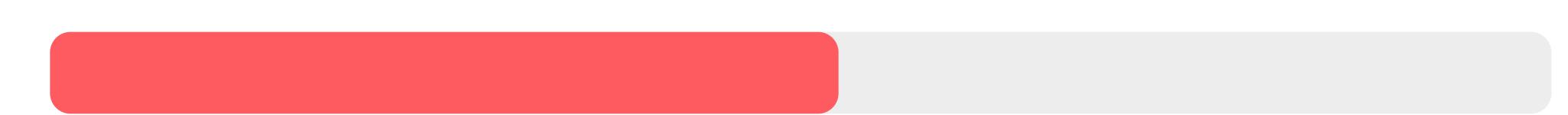
Ability to compare results



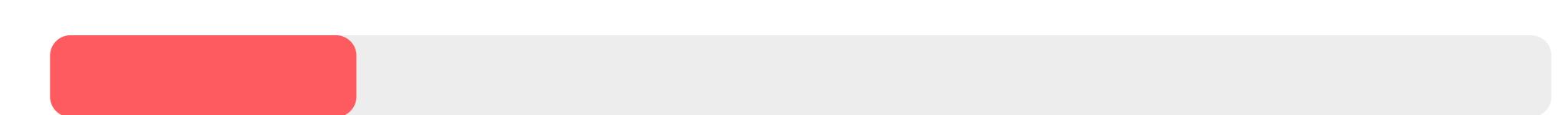
Speed



Reviews / Recommendations



Loyalty / Rewards



Scenario

Jane wants to upgrade with her subscription, but is not sure which one is the best.

She doesn't have a ton of money, but would put more towards the entertainment budget if it was something that she could try before committing.

Goals

- Work up to Sr Dev
- Travel while working
- Create gig business
- Make an etsy store based
- Save up to buy home

Liked Brands



Challenges

- Not enough time for relaxing
- Limited funds for subscriptions
- Keeping accounts current
- Helping her aging folks
- Getting perspective after Covid

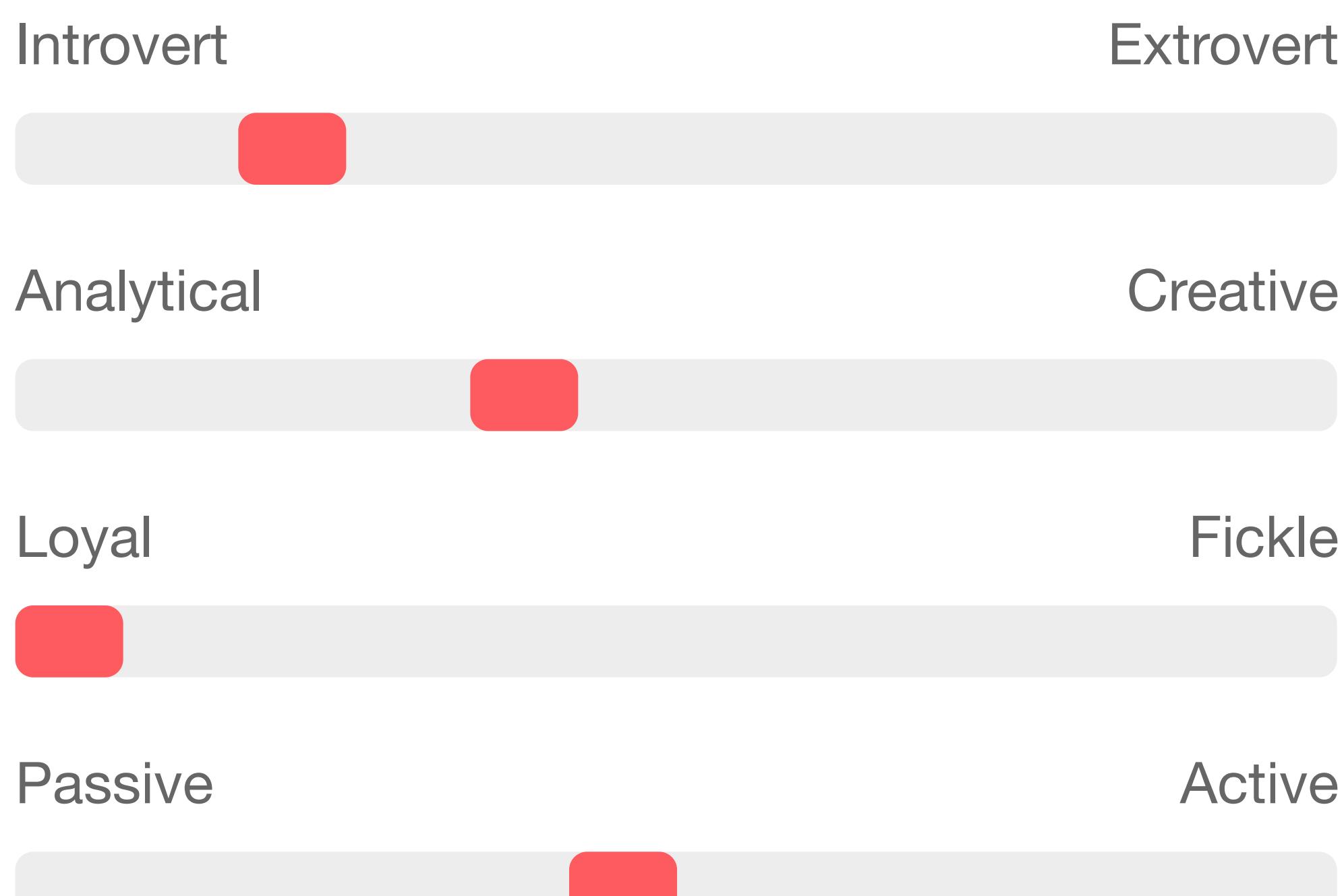




Don't tell people your plans. Show them your results.

Age:	50
Gender:	Male
Income:	82k
Education:	Some College
Occupation:	Construction
Family Status:	Married/Kids
Location:	Ithica, NY
Archetype:	Collaborator

Personality



Bio

Doug Giblets is a 50-year-old in construction who enjoys jigsaw puzzles, going to the movies and watching television. He is exciting and bright, but can also be very dull and a bit unkind. He is an Egyptian Jedi. He started studying sports science at college but never finished the course. Doug's best friend is a personal trainer called Barney Sutherland. They are inseparable. He also hangs around with Tanisha Holt and Juliet Campbell. They enjoy tennis together.

Motivators

Easy to use



Ability to compare results



Speed



Reviews / Recommendations



Loyalty / Rewards



Scenario

Doug has wife & 2 kids elementary school age - they all have different interests as far as entertainment goes. He has been just using Amazon TV only, but recently they have been spending more time together & separate watching programs & would like to find more entertainment.

Goals

- Start own business
- Pay off mortgage early
- Buy a trailer for camping
- Save for kids college
- Develop tools for construction

Liked Brands



Challenges

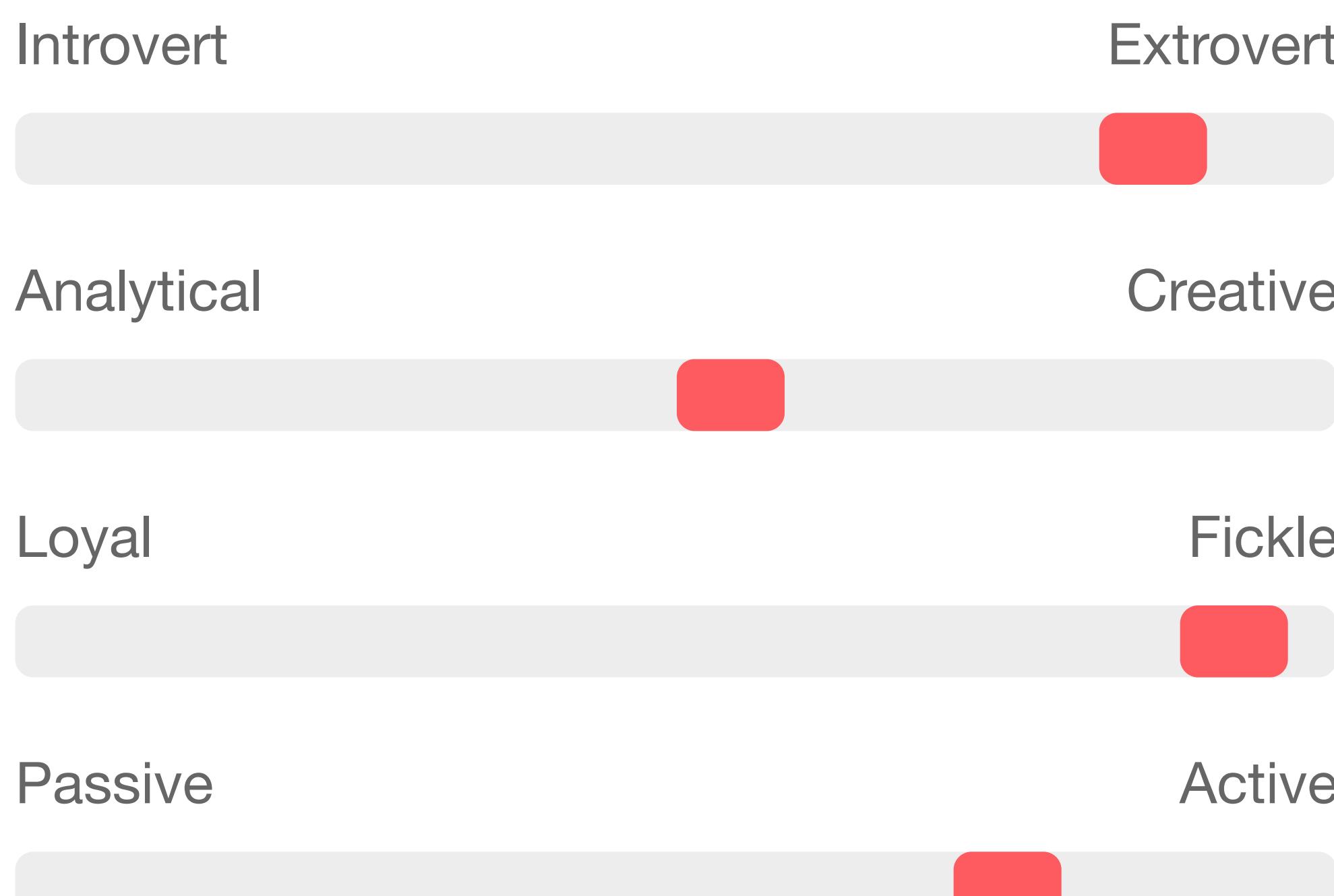
- Limited time to spend with family
- Long commute times
- Has difficulty making decisions
- Works way too much
- Is not a risk taker & timid



Impossible is for the unwilling.

Age:	42
Gender:	Female
Income:	135k
Education:	College
Occupation:	VP Marketing
Family Status:	Divorced
Location:	Los Angeles, CA
Archetype:	Professor

Personality



Bio

Nance Belfore Allen is a 42-year-old former local paper journalist who enjoys playing video games, ferret racing and jigsaw puzzles. She is entertaining and creative, but can also be very standoffish and a bit moody. She is addicted to strawberry bonbons, something which her friend Geraldine Lexi Matthews pointed out when she was 17. The problem intensified in 1998. Nance has lost four jobs as a result of her addiction, specifically: health centre receptionist, sales assistant at office supplies store, local activist and local paper journalist.

Motivators

Easy to use



Ability to compare results



Speed



Reviews / Recommendations



Loyalty / Rewards



Scenario

Nance's best friend is a former local paper journalist called Geraldine Matthews. They are inseparable. She also hangs around with Frances Rowland and Tony Davis. They enjoy watching programs together. Her squad likes to talk about all the programs & compare notes.

Goals

- Influencer
- Glamping with family
- Gig business hustling crochet
- Save for trip to Bali
- Move to Silverlake

Liked Brands

KYLIE COSMETICSSM
BY KYLIE JENNER



Challenges

- Getting enough time for friends
- Work trips are too long
- Can't make up mind sometimes
- Chases dreams & forgets them
- Is too forward & can be uptight

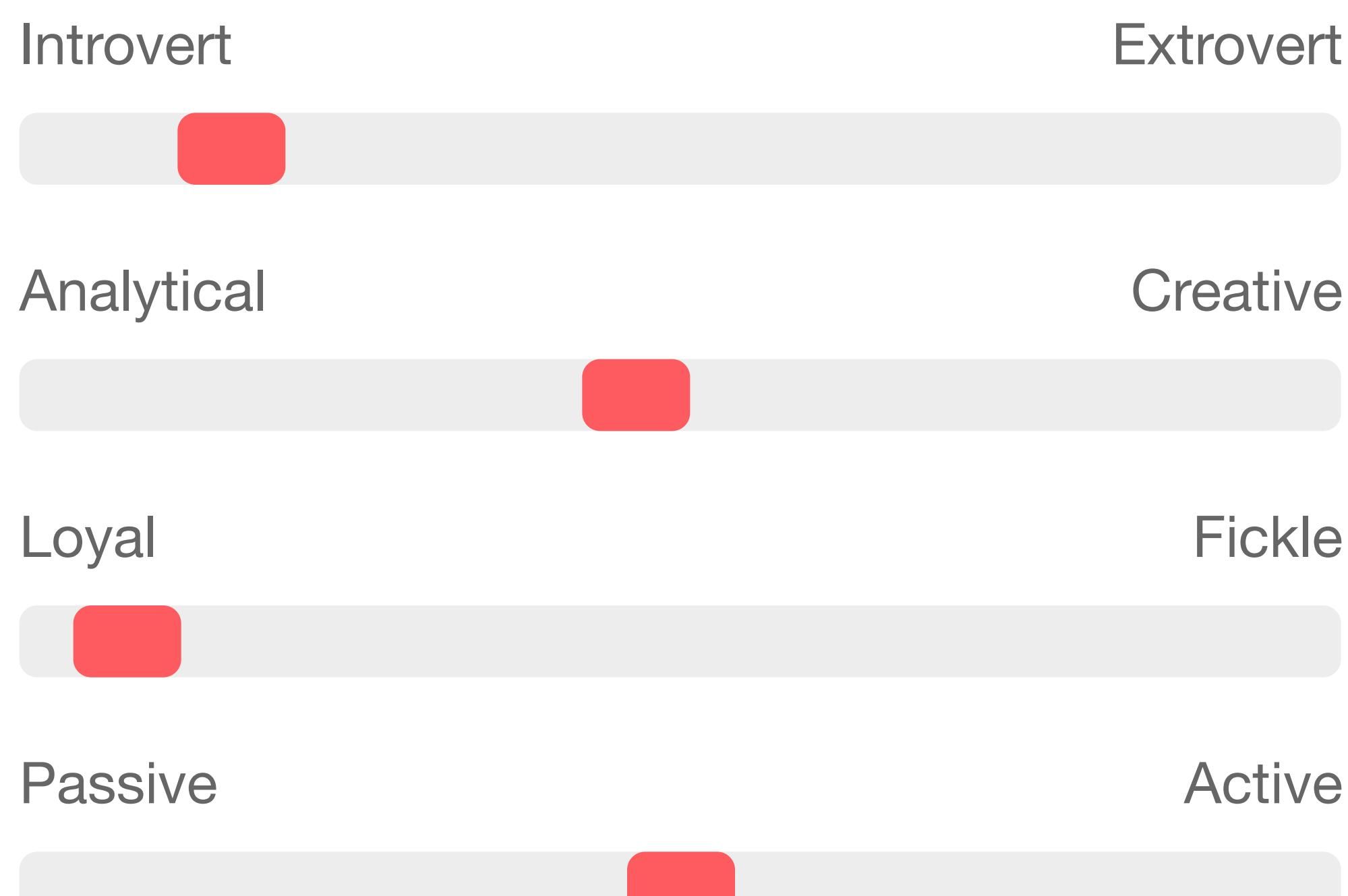




There is no saint without a past, no sinner without a future.

Age:	36
Gender:	Male
Income:	95k
Education:	College
Occupation:	Researcher
Family Status:	Single
Location:	Omaha, NE
Archetype:	Collaborator

Personality



Bio

Thomas Peterson is a 36-year-old scientific researcher who enjoys playing card games, jigsaw puzzles and football. He is bright and loveable, but can also be very rude and a bit unstable. Physically, Thomas is slightly overweight but otherwise in good shape. He is average-height with almond skin, white hair and brown eyes. He grew up in a middle class neighbourhood. After his father died when he was young, he was raised by his mother.

Motivators

Easy to use



Ability to compare results



Speed



Reviews / Recommendations



Loyalty / Rewards



Scenario

Thomas's best friend is a scientific researcher called Wilfred Kent. They get on well most of the time. He also hangs around with Troy Smyth and Maurice Hale. They enjoy watching foreign films together. He wants to see what streaming services show the most classic & foreign programs.

Goals

- Get to a happy place
- Find romance
- Keep working at same job
- Go to film festivals
- Work towards a masters degree

Challenges

- Finding the most recent movies
- Move out of current area
- Try to find love in big city
- Allergic to cats
- Can't stop talking about self

Liked Brands

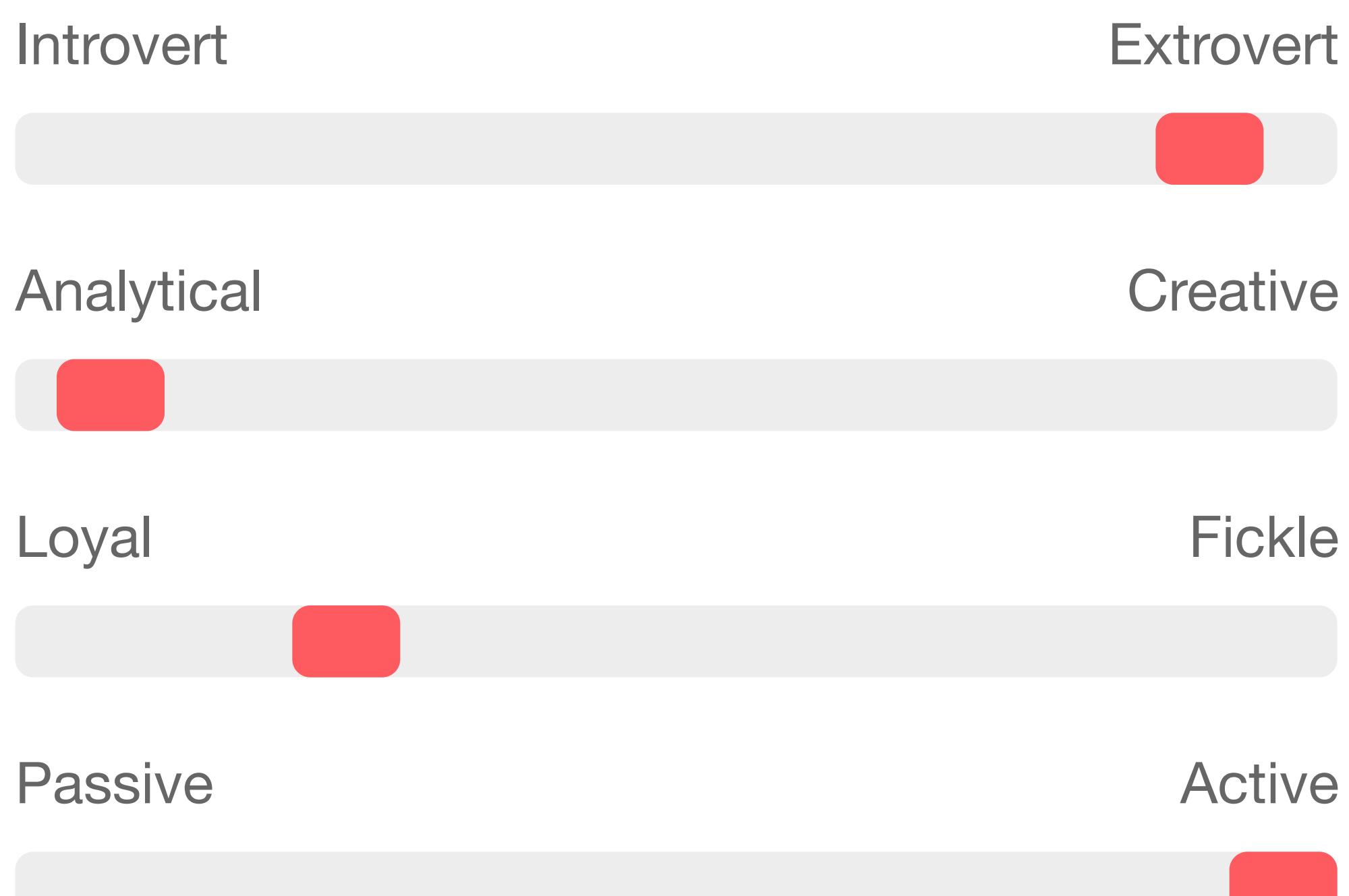




Good things happen to those who hustle.

Age:	65
Gender:	Female
Income:	170k
Education:	College
Occupation:	Restaurant owner
Family Status:	Widow
Location:	Columbus, OH
Archetype:	Soloist

Personality



Bio

Karen DeBuke is a 65-year-old chef at her own restaurant who enjoys relaxing, playing card games and recycling. She is generous and giving, but can also be very rude and a bit sneaky. She is American who defines herself as straight. She started studying food science at college but never finished the course. She is a vegetarian.

Motivators

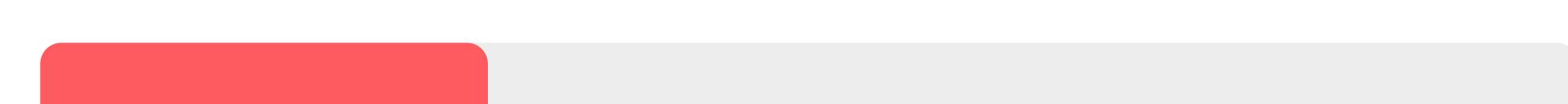
Easy to use



Ability to compare results



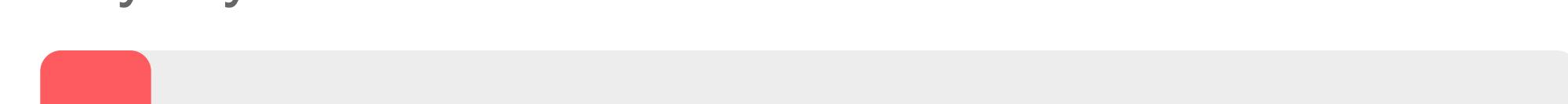
Speed



Reviews / Recommendations



Loyalty / Rewards



Scenario

She is currently single. Her most recent romance was with a senior programmer called Benedict Amelie Doyle, who was the same age as her. Benedict died in 2020. The papers reported the cause of death: 'cancer'. She is trying to fill up her time by streaming tv shows.

Goals

- Find love again
- Sell off her restaurant
- Retire to watch TV
- Travel a bit with her friends
- Take up a new hobby

Challenges

- Finding time to relax
- Stressed out most of the time
- Has difficulty with free time
- Doesn't understand young folks
- Gives too much of herself

Liked Brands

WILLIAMS SONOMA
CALIFORNIA



Castaner
BY
MANOLO BLAHNIK