

# PERSONA TEMPLATE



**Hance van Peer**

Self-employed  
journalist

Approach the topics that he likes such as music and sonic arts in a passionate energetic way and shape them into attractive and intriguing stories.

“

*Talk about low budget flights! No food or movies, I'm outta here! I like running better!*

”

## Demographics

Ages: 28 - 45

## Devices

Mobile  
Tablet  
Laptop



Social      Passionate  
Self-employed      Active  
Extrovert      Curious  
Creative      Artistic

## Needs

One AI journalism tool

Travel around with a music band

Listen to music