CUSTOMER AVATAR

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Hello!

"Merve"

Age: 26
Gender: Female
Location: Bucharest, Romania
Occupation: Software Developer
Hobbies & Interests: Traveling, Exploring Tech, Photography
"All our dreams can come true, if we have the courage to pursue them." — Walt Disney

Company Name: My Best Friend
Product Name: Travel & Hobby Guides

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Goals & Values

Goals:
- Share travel experiences and city guides
- Host online tech and hobby workshops
- Explore new hobbies and interests
- Build an inspiring social profile
- Connect with like-minded people

Values:
- Passionate about exploring and learning
- Creative and enjoys sharing knowledge
- Community-oriented and supportive
- Motivated to inspire others

Needs:
- Reliable platforms to share content (Instagram, Pinterest, blogs)
- Guidance and feedback from peers or experts
- Sufficient time to create quality guides and workshops

Sources of information

Books / Magazines:
- National Geographic Traveler
- Wired (tech inspiration)
- Travel + Leisure

Blogs / Websites:
- Personal travel blogs
- Instagram hobby & travel accounts
- Pinterest for photography and tech ideas

Experts:
- Anthony Bourdain (travel inspiration)
- Elon Musk (tech inspiration)
- Local travel photographers or tech content creators

Challenges & Pain Points

Challenges:
- Limited time to explore all hobbies
- Finding reliable sources for travel and tech tips
- Staying motivated to complete projects or workshops
- Balancing hobbies with daily responsibilities

Pain Points:
- Sometimes unsure which communities or groups to join
- Frustration when tech projects or photography ideas don't work out
- Difficulty in sharing content and getting engagement on social media
- Overwhelmed by too many online tutorials or guides

Objections &Barrriers

Objections:
- Unsure if followers will engage with her content
- Worries about having enough time for guides or workshops
- Hesitant to share personal experiences publicly

Barriers:
- Limited free time due to work or studies
- Too many online platforms to manage
- Difficulty finding reliable sources for travel or tech tips