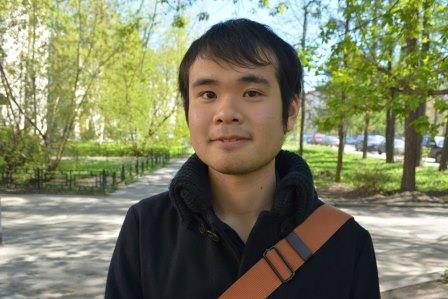
**Satoshi Nakamoto | International Student**



**Profile Attributes  
Age: 21  
Nationality: Japanese**

**Profile:** *International architecture student from Japan who will study one semester at Hochschule Munchen. Shy and introvert.*

**Responsibilities:** *Take courses and have fun in Munich.*

**Pain Points:** *Feels lost in Munich due to the language and culture barriers. MUAS crappy websites are not very helpful either, since they are quite outdated.*

**Key Drivers/Motivation:** *He wants to take courses in English offered by MUAS. For this he wants to easily access information regarding enrolment, requirements, contents, etc.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Interest | Learn | Evaluate | Justify | Purchase |
| What is the persona’s motivation at each stage? |  |  |  |  |  |
| Which questions do the persona ask? |  |  |  |  |  |
| What message do you want success with? |  |  |  |  |  |
| Which content will the persona respond to? |  |  |  |  |  |