



Demographic

♂ Male 35 years

📍 Sweden

Married

Software Developer

600000 SEK/Year

Technology



Channels



Scenarios

"Ray Wants to arrange for a after work get together at the nearest restaurent,He would probably borrow 6-7 of his co-wrokers, the time is limited to 2 hours from start driving from work till finishing the meal, Ray would like to search online website of nearest restaurent which consist of information like - location, food choices, parking and table availability"

Goals

Ray's Primary goal in his life is to live out a simple but highly effective life in association with life tasks,responsibilities , humanities and fun.

Quote

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Background

Ray is a leading software developer in one of the automotive manufacturing giant located in Södertälje,Sweden.

He takes part in all software design workshops,mentor other developers to ansure work done satisfactorily.

If there is no meting and activities in office he would like to work remotely from home, it allows him to spend more time with his family and help his wife.

Ray also would like to spend his free in good restaurants along with his friends and families.Ray loves soft music.

Motivations

- In the era of high connectivity and information,Ray would love to be connected with world outside.
- Casual and long lasting discussion in free time.
- Reading science book with slower music.

Frustrations

- Complicacy in doing routine task.
- Waiting in noisy ,crowded queue during free or spare hours.
- Bad customer service.

Influencers

