



John Spaulding

"I can't wait to explore the city of brotherly love! I love walking the city with my friends who I haven't seen in so long."

About

John is a tourist from Germany. This is his second time in Philly and he has a packed itinerary to make the most of his time here. He is staying at a hotel in Center City. His first top is UCity to meet with a friend.

Goals

- Experience local cultures
- Hangout with friends
- See new things

App



Demographics

Age: 22

Location: Center City, Pennsylvania

Occupation: Architect

Lifestyle: Nomadic

Pain points

- not a philly local
- language barrier
- culture shock

Brands



BOSCH