

Audience Research/Persona

Demographics:

- Education: College student (Junior)
- American
- Location: San Diego, CA
- Gender: Male
- Salary: \$80/week (on-campus job)

Behavior Patterns:

- Adventurous
- Insecure at times about world culture
- Friendly
- Understanding

Goals:

- To become a youth counselor for underrepresented students
- Live in a country he is not familiar with for a few weeks
- Host a workshop on campus about culture awareness

Skills:

- Empathetic communicator
- Great Listener
- Strong delegator of tasks when in a team
- Tech savvy

Environment:

- Welcoming
- Occasionally divided
- Diverse community
- Quiet town



Image Source: <https://www.pexels.com/photo/office-student-work-study-6972/>