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

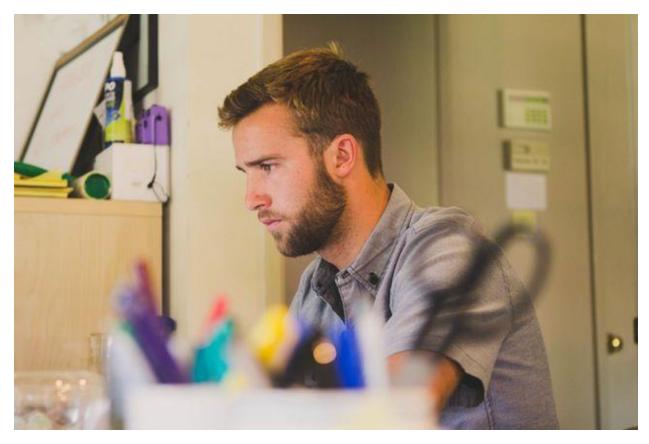


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