

Jacob♂

Digital Marketing Manager

Age: 21-34yrs old • Single and dating

TECH SAVY

SOCIALLY
CONSCIOUS

WANTS
RECOGNITION

OPEN TO
CHANGE

BIO

Jason grew up in an electronics-filled and socially-networked world. He is tolerant of difference, very confident and was taught to “follow his dreams” when growing up. Jason is still living with his parents.

MOTIVATIONS

- To be able to “follow his dreams”
- Money
- Recognition
- Desired lifestyle

FRUSTRATIONS

- High cost of living
- Being told on how to do his job
- Concerned about Job security

GOALS

- To get to the top corporate ladder
- To follow his dreams
- Financial Freedom
- Better wellness

NEEDS

- “I need access, not necessary own”
- “I want convenience at the lowest cost
- “I want what others are using”
- “I need to be able to buy it online”

YEEZY

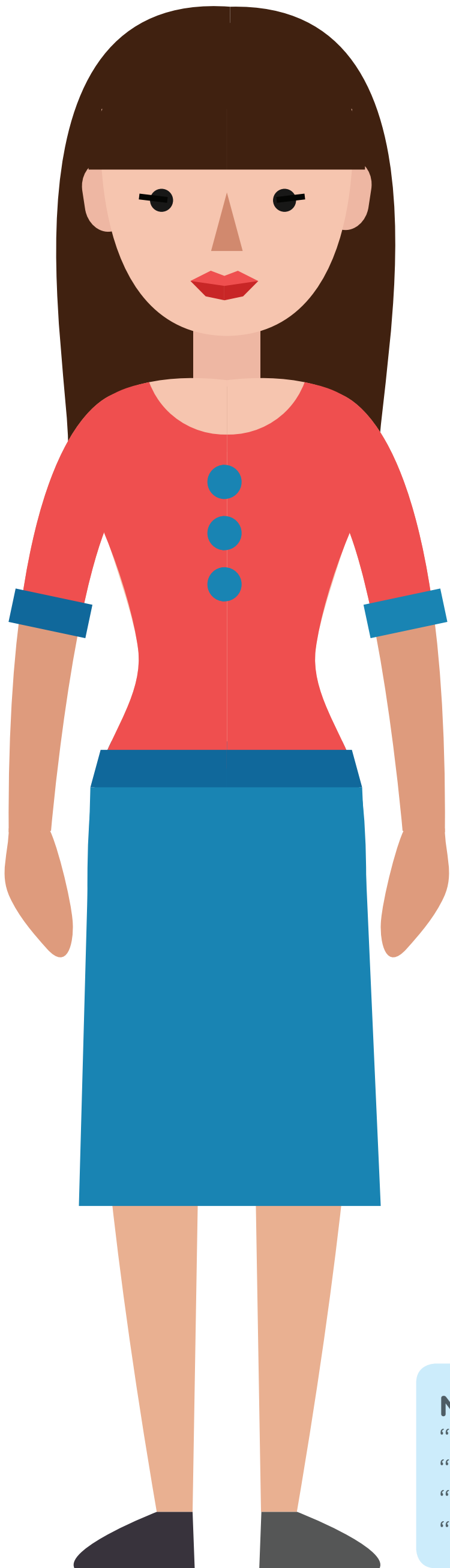
NETFLIX

UBER



SAMSUNG





Jasmine♀

Service Manager

Age: 35-41 yrs old • Married with kids

ALWAYS
RUSHING

SOCIALLY
CONSCIOUS

WANTS
RECOGNITION

OPEN TO
CHANGE

BIO

Jasmine is an older millennial, married and has small kids. She shops, pays bills and gets all her entertainment media online. The first thing she does in the morning is check her mobile phone for messages or news.

MOTIVATIONS

- To be able to “follow his dreams”
- Money
- Recognition
- Desired lifestyle

FRUSTRATIONS

- High cost of living
- Having kids means lesser personal time
- High level of stress
- Debts

GOALS

- Be an entrepreneur
- Better wellness
- To provide the best education for the kids
- Reduce debt

NEEDS

- “I want convenience at the lowest cost
- “I want what others are using”
- “I need to travel more”
- “I need monthly installment plan”

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VICTORIA'S
SECRET

WALT DISNEY

