

# Janice who has to travel for work

Xtensio



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**Age:** 25

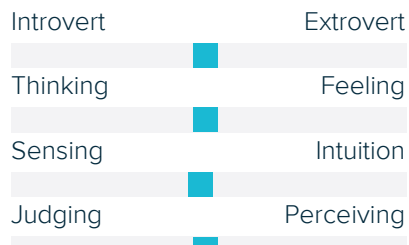
**Work:** White collar

**Family:** Married

**Location:** Toronto

**Character:** Average

## Personality



Busy

Long working hours

Frequent business trips

## Goals

Doesn't want anything to get in the way of work.

## Frustrations

- Janice travels a lot and needs to keep track of all her things when she packs up- she needs to get work done on the computer and can't forget her charger.

## Bio

Janice is traveling to Australia by plane. She has an unexpected layover in London. She wants to spend her time working on the computer but she can't charge her computer because the power plugs have different shape. She goes to LendingStuff and rents a charger/adaptor from someone at the airport who happens to have the UK type charger/adaptor.

## Motivation

Incentive

Fear

Growth

Power

Social

## Brands & Influencers



## Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

