

David Williams



"I like traveling around the world and observe various culture"

Age: 28

Education: BA Travel and Tourism

Work: Cultural Entrepreneur

Family: Living with his Girlfriend

Location: Los Angeles, California

Archtype: The Explorer

Adventerous

Curious

Independent

Goals

- ◆ Hop on a random flight.
- ◆ Take a Work Cruise.
- ◆ Experience the essence of nature.

Bio

William lives in his own three-room house with his girlfriend. He enjoys traveling and learning about different cultures as a Cultural Entrepreneur, as well as inventing goods that can be used across cultural divides. Because his girlfriend is a shareholder in his company, he and his girlfriend frequently travel together.

Wants & Needs

- ◆ To be able to recharge the phone quickly and easily.
- ◆ Develop a mobile charger that may be used anywhere, at any time, and without the need for electricity.

Frustrations

- ◆ Dislikes when the mobile battery is out while traveling.
- ◆ He finds it difficult to locate the destination since he depends entirely on his mobile phone.

Mary Taylor



"I hope I can always make you smile while you watch my videos."

Age: 26

Education: MFA in Filmmaking

Work: YouTube Vlogger

Family: Living with her husband

Location: Berlin, Germany

Archtype: The Creator

Creative

Innovative

Entertaining

Goals

- ♦ Schedule and have a work life balance.
- ♦ Progress and become an influencer.
- ♦ Create and upload one YouTube video a day.

Bio

Taylor is a new vlogger who graduated recently from Germany and lives with her husband in a rented house with two bedroom. She started YouTube Vlogging a month ago with her mobile and loves to jog every morning. Her husband partly helps her in making vlogs.

Wants & Needs

- ♦ To be able to recharge the phone quickly and easily.
- ♦ Develop a mobile charger that may be used anywhere, at any time, and without the need for electricity.

Frustrations

- ♦ Dislikes when the mobile battery is out while recording.
- ♦ She finds it difficult to take mobile for outdoor recording.