



kpop

Age:	early-20s
Occupation:	Student
Status:	Single
Location:	South Korea
Tier:	Mid-level Enthusiast
Archetype:	Cultural Explorer

Curious

Social

Passionate

Open-minded

BEHAVIOUR & HABITS

MOTIVATIONS

- Desire to connect with others who share similar interests.
- Passion for discovering new music and trends.
- Interest in cultural exchange and understanding.
- Enjoyment of being part of a vibrant community.

FRUSTRATIONS

- Difficulty finding reliable sources for K-pop news.
- Challenges in keeping up with the fast-paced nature of the industry.
- Occasional negative interactions within fan communities.
- Limited access to live events and concerts.

GOALS & NEEDS

- To become more knowledgeable about K-pop and its history.
- To build a network of friends with similar interests.
- To attend a live K-pop concert.
- To contribute positively to fan communities.