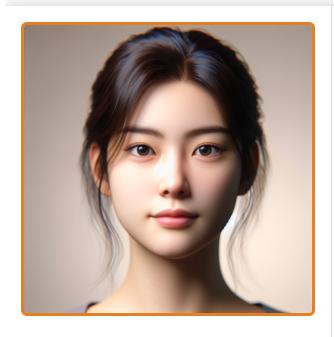
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# kpop

**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.