

# Dante Anivesto, by Travis Doran

age: 28

residence: Carson City, Nevada

education: Bachelor's

occupation: Fashion Marketer

marital status: Complicated



*"Be the best version of yourself, most of the time"*

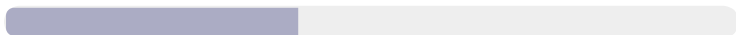
Drinks a lot of coffee, attends meetings, and brainstorms ideas of the next big fashion wave.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

There shouldn't be any minor inconveniences, ever.

## Needs

- Constant reassurance
- Easy to use features

## Values

- Freedom of expression
- Avant-Garde
- Perfection

## Wants

- Straight to the point
- Designable and personalized interfaces
- Something different

## Fears

- Cannot be as perfect as he wants to be
- Being a disappointment
- Missing his deadlines