

LITERARY NORTH BEACH: PERSONA

JENS HOFFMANN

**Gender**

Male

Age

35

Education

Master's

Occupation

Publishing industry

Income

Professional

Residence

Frankfurt

Defining Adjectives

Literary, Adventurous,
Self-directed

Persona Profile

Jens is a publishing professional from Frankfurt, Germany. Like many Germans, he enjoys traveling abroad and has six weeks a year vacation to do it. He especially enjoys being able to combine his professional interests with his vacation habit, which makes a pilgrimage to literary North Beach pretty much a "must-do."

Technical Profile

Jens uses a lot of up-to-date software at work and recreationally, but is of the age where a solidly-crafted website still has some old school appeal.

Device Use

Uses Lenovo Notebook and Ideapad, plus a Samsung Galaxy S7 for work, and a Samsung Galaxy S6 for personal use.

Site Appeal

A consummate explorer, Jens likes to supplement the usual guidebooks/brochures with small, independently-maintained websites that detail single topics or feature interesting neighborhoods or areas. Jens wants a site to give him the information he needs to locate places of interest, but be open-ended enough for him to be able to choose-his-own-adventure.

Potential Frustrations

Non-responsive or slow-loading websites will annoy Jens, as do websites written in superficial market-speak, he seeks passionate amateurs over corporate tour guides.

Conclusions

Jens is going to really appreciate the succinct yet passionate overview of literary North Beach, especially if we can make it responsive.