

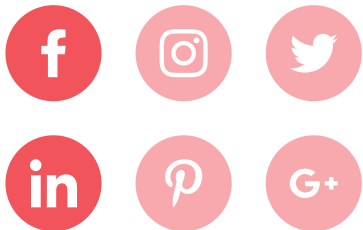
# Max Muster



**Age**  
**44 years**

**Highest Level of Education**  
**Master Degree**

## Social Networks



**Industry**  
**Telecommunication**

**Organization Size**  
**40-100 employees**

## Preferred Method of Communication

- E-Mail.
- Phone.
- Face-To-Face.

## Their Job Is Measured By

Mr. Muster job is measured by the quality of his work and his speed, so that the company can bring all what is new to its customers before their competitors.

## Job Responsibilities

Mr. Muster is the leader of his own team in the company to adapt the new 5G technology into his Company's Network.

## Goals or Objectives

Mr. Muster wants to find an easy way to search for events of Swiss Engineer as he commutes to work, which doesn't require him to use the browser on his smartphone.

## They Gain Information By

Reading articles and attending TED and Swiss Engineering events.

## **Medium**

Mr. muster has a Galaxy Note 9 and Lenovo ThinkPad for his casual and on location work. For his productive work he uses iMac Pro at the office.

## **Mobility**

He goes to work using the train, as he commutes he uses his smartphone to read small articles, check his social media accounts and see short motivational videos.

## **Relationships**

Mr. Muster has made a lot of friends who have similar interests as he visits events.