



## Traits

Introverted

Ambitious

Detail-Oriented

Tight schedule

**“Time is the most valuable thing a man can spend.”**

Name: James

Age: 26

Gender: Male

Income: 21.000 DKK/month

Education: BA in Software Technology

Location: Esbjerg, Denmark

Job: Software Engineer

## Bio

James is a tech-savvy 26-year-old with a Bachelor's degree in Software Technology Engineering.

Interest about the latest gadgets and gizmos. In fact, he's a self-proclaimed online shopping aficionado, always ready to explore e-commerce platforms to fulfill his tech cravings.

He's known for his collection of mobile covers and protective accessories, ensuring his tech arsenal stays in pristine condition.

## Goals

- advance in his career and start his own business.
- obsessed with ensuring the safety and longevity of his gadgets.
- to collect mobile covers and protective accessories.

## Frustrations

- frustrated by unoptimized e-commerce websites that make the process of purchasing items needlessly time-consuming.
- can't stand mobile cases that don't offer adequate protection.
- despises websites that lack responsive design, he is frequently a mobile user.