



## Natalia

**Age:** 22

**Education:** University student

**Hometown:** Ealing, London

**Family:**

**Occupation:**

*“It’s frustrating search for dance tutorials  
all-over the place”*

### Goals

- A website or app where she can find different dance tutorials

### Frustrations

- She has to search many sites to find dances she likes

Natalia is a 22 year old student who has very little time to go to the gym. She often searches for dance tutorials that she can follow in her study breaks as a way of keeping fit, but spends most of the time searching rather dance dancing.