



## Yamaguchi



Local Farmer  
Age: 89  
Location: Hida, Gifu

"My wife and I spent most of our days on the farm, our children left home to Osaka for jobs. They visit once a year during New Year"

### About Yamaguchi

- 1.Wish to talk to young people
- 2.Spend his life in the town

### Pain Points

- 1.Has limited friends and no children
- 2.Not much companionship

### Personality



## Jonathan



Foreign Tourist  
Age: 21  
Location: New York, US

"I traveled to Hida from New York with few of my friends. We heard great things about the town and we want to experience the countryside lifestyle in Japan "

### About Jonathan

- 1.Excited by new opportunities
- 2.Interest in meeting new people

### Pain Points

- 1.Has no local friends
- 2.Not familiar with the town
- 3.Doesn't know where to start

### Personality

