

EDUCATED GUESS  
ASPIRATIONAL  
ACTUAL

NAME Boba Dobbs

DESCRIPTOR Party Enthusiast

QUOTE

You can't please everyone. I'm going to have a good time, for myself. If I make a bro laugh, so be it.



WHO IS IT ?

Boba is an 21-year-old student with a part-time gig slinging change at a party store. He lives for his weekend social recreation, hangin' and drinkin' with his buds, having a chill time. He loves to laugh, and gets a real kick out of getting a reaction from others.



WHAT GOALS?

His supreme motivator is having a good time. Beneath that, he wants to feel like someone socially relevant and worth paying attention to.



WHAT ATTITUDE?

Boba's got a short attention span. He wants entertaining content and he wants to make as little effort as possible to access it. He cares more about having a good time with the content than any flashy presentation that might interfere with it.



WHICH BEHAVIOUR?

When it comes to using the Internet, Boba prefers to "go with the flow." He is happy to click on linked content in his social-site feeds, but is unlikely to follow up with searches or investigations or his own. He'll follow prominently displayed links but typically will ignore supporting or "source" items.

Like many modern web users, Boba "scans" text and skips through videos for the "good parts." He's probably not going to watch an entire video or read an entire article unless he finds it truly entertaining. If he does find something "worthwhile," though, he is quick to share it with his friends. He's more likely to do so if it's easy for him to find again.

Boba doesn't care about expressing himself emotionally.

Boba decides quickly, based on emotion. Namely, he follows gut feelings of comfort based on humor and consistency with his worldview.

