



PROFILE

Ricky is a student at UT Austin studying in Finance. He has a shy personality but when you start having a conversation with Ricky, you want to know more about him. He loves watching movies, play games, and internet surfing often spending hours watching content on social media. Between his studies, he relaxes by watching YouTube videos, look up reddit and twitter. He has two siblings which he takes care of them when parents are out. He loves his family and currently living with them since the house is close to the University and currently saving money to live in the apartment next semester.

FREQUENT BEHAVIOR

Socializing with Friends

Take care siblings

Gaming

Internet Surfing

Watching Streaming Service

Influences

- Mr. Brown, his finance professor
- Parents
- Siblings
- reddit post
- YouTube

RICKY PERKINS

“Love the community but want to see more organization”

DEMOGRAPHIC

AGE - 21

Profession – Student

Major – Finance

Residence – Parent’s house

Transportation –Bicycle

Hobby – Gaming

MOTIVATION, GOALS, FRUSTRATION

Motivation

- To make parents and sibling proud of him
- To achieve high accomplishments
- To learn new things daily

Goals

- Graduate University with bachelor’s degree of Finance
- Be more active on social life

Frustration

- Cannot manage busy schedule
- Distracted easily

PERSONALITY



SITE VISTED

- YouTube
- Netflix
- Twitter
- Snapchat
- Reddit



PROFILE

Emma is a student at University of Michigan studying art history. She loves hanging out with friends and often go on to road trips. She has a kind personality and loves helping others. She loves sketching art and want to become a sketch artist in the future. She is currently doing freelance as a sketch artist. She also loves posting her art to social media and getting likes. She checks her status every day to see if she got any upvotes. (reddit)

FREQUENT BEHAVIOR

Socializing with Friends

Helping Others

Check social media

Internet Surfing

Watching Streaming Service

Influences

- Parents
- Siblings
- reddit post
- YouTube
- Grandparents

EMMA PERRY

“I love when people like my art I post on social media”

DEMOGRAPHIC

AGE - 19

Profession – Student

Major – Art history

Residence – Apartment with roommates

Transportation – Car

Hobby – Sketching and internet surfing

MOTIVATION, GOALS, FRUSTRATION

Motivation

- To have a lot of upvotes on her art post (reddit)
- Love for art
- To learn new skills as artist

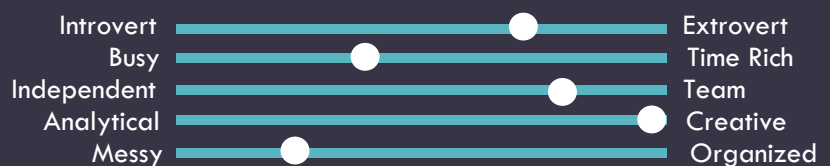
Goals

- Improve artistic skills until the post gets to the top of reddit
- Get a degree
- Have a permanent job as graphic design

Frustration

- Cannot spend more time on art because of classes
- Manage stress

PERSONALITY



SITE VISTED

- YouTube
- Instagram
- Reddit
- Netflix
- Snapchat
- Crunchyroll (anime site)



PROFILE

Carlos is a student at University of Arkansas, planning to take his master's in information technology. He loves fitness, music and internet surfing. Love using reddit and twitter, often looking at social media for hours. He is a part time motivational speaker and fitness trainer. Loves to help people and motivate people to achieve their goals. He used to travel a lot when he was freshmen, so he is cultured and easy to talk to. Now he travels often with his girlfriend and posting pictures on social media.

FREQUENT BEHAVIOR

Socializing with Friends

Helping Others

Check social media

Fitness

Travel

Influences

- Parents
- girlfriend
- reddit post
- YouTube
- fitness mentors

CARLOS RODRIGUEZ

"Want to let the world know more about reddit!"

DEMOGRAPHIC

AGE - 26

Profession – Student

Major – information technology

Residence – House with girlfriend

Transportation – Car

Hobby – Listening to music and fitness

MOTIVATION, GOALS, FRUSTRATION

Motivation

- Fitness
- Self-motivated
- To influence people's lives

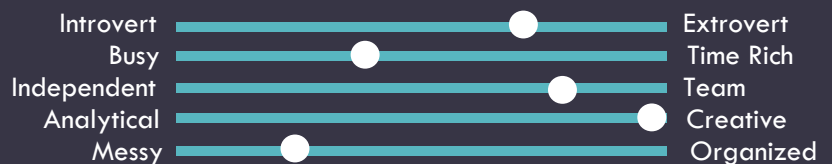
Goals

- To speak in front of thousands of people about motivation and fitness
- Get a master's degree
- To open a fitness center

Frustration

- Get distracted easily
- Cannot manage time

PERSONALITY



SITE VISTED

- YouTube - Twitter - Reddit
- Netflix - Spotify - BodyBuilding.com