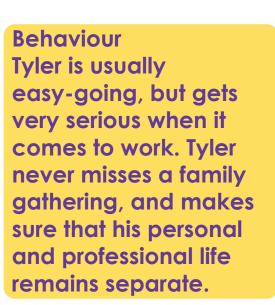
Persona Relationship

Frustration
Tyler is often frustrated
with matters that he
cannot control, such as
musicians running late
for a recording.

Goal
Tyler has well-defined goals in his life and works hard towards reaching his goal. He hopes one day to DJ abroad in Europe and Asia.





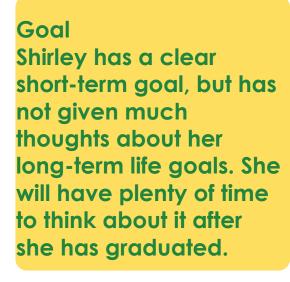
Tyler Lewis (A.K.A. DJ Double-D) 31

Professional DJ

Persona 1

Motivations
Shirley, Tyler, Sheldon
are likely to be
motivated by the
people around them.
Shirley's decisions tend
to be influenced by
her friends in order to
be acknowledged by
her peers.

Frustration
Sheldon is frustrated about the fact that he is often hesistant of his own decisions. He is constantly in need of recognition from others.





Persona 2

Values

Shirley and Tyler are

both family-oriented,

and both emphasize

on the importance of

time. They also like to

experience something

new, such as meeting

Shirley Whyte 22 Student/Barista

new people.

Aptitudes
All three personas share a common creative background and is quick to adapt to new ideas and technologies.





Behaviour
Shirley wants to get the most out of her life. She love experience new things and share them with her friends and family. She enjoys being surrounded by her loved ones.

Frustration
Shirley always felt that she could sqeeze out more time for herself.
Even an extra 30 minutes of sleep would mean the world to her.
She also hate waiting for bus in the cold.

Behaviour
Sheldon likes to be
involved in groups and
clubs. It gives him a
sense of belonging.
He is always active
in all sorts of
communities, be it
online or in real life.

Goal
Sheldon has no clear
long-term goals,
because he believe
that life is full of
surprises. But he does
have a clear goal of
making new friends
from the DJ industry.

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