

Off-Beats!

Audience Profile:

Any gender, worldwide, ages 15yrs old - 45yrs old. People who love to explore different views and ideas. Culturally open, all economies. Married, single, partners or other. Would like to be inspired by the unusual.



Personas - Off-Beats!

Persona 1

Angela Chen



“I’m curious by nature”

Occupation: Marketing & Communication Manager

Employer: Stratos

Location: Seattle, WA

Computer skills: Very proficient with desktop and mobile. Dedicated to Apple products but uses PC and Microsoft at work. Very social media saavy. Uses Instagram, Facebook, Snapchat, Twitter and Pinterest.

Angela Chen is 24yrs old and works full time as a Marketing and Communications

Manager. She likes Danish furniture styles, books, electronic music and motorcycles. She is curious about other points of view on arts and culture. She cares about the environment, animals, and gender equality. She has a busy lifestyle with work and friends but finds time to read and pursue new interests online. Her goals are to rise to a more senior position at work, learn to knit, learn some easy digital art techniques and learn to snowboard with friends.

Persona 2

Ben Stewart

“I don’t want to see things the same way day in and day out”

Occupation: Bartender / Freelance Photographer

Employer: Sweaty Betty’s / Self-Employed

Location: Toronto, ON

Computer skills: Proficient, uses more mobile and laptop -no desktop. Apple user but has used PC occasionally. Very active on social media, has a Tumblr blog, Instagram, Facebook and Twitter.

Ben Stewart is a 27yrs old and works as a bartender and photographer. He likes movies, camping, trips to New York, oddball vintage toys and his record collection. He cares about making ecological choices, uses transit, and has a committed relationship with his boyfriend Paul. He wants to find new inspiration he can use to spark his own imagination with his photography work. His future goals are to pursue photography as full-time career, try aikido, learn acoustic guitar and attend a Burning Man Event.



Persona 3

Richard Casas



“ I paint so I don’t have to speak verbally”

Occupation: Retired Editor and Teacher-journalism

Location: Reading, UK

Computer Skills: Good, moderate user, likes his iPhone. Used PC’s at work before retiring. Light social media user, Facebook and Google+. Enjoys email.

Richard is 70yrs old, married to Marianne and retired. He enjoys painting, cooking, DIY, travel and politics. He was very successful in his career and occasionally still gives talks at journalism events. He has always been a vocal advocate of human rights and people

being able to choose a life they want to live without oppression. Richard appreciates the unique and enjoys finding new information and imagery. His goals are to enjoy time with his grandchildren, sell art at local shows and markets and travel to New Orleans for holiday.

Persona 4

Hannah Sodhi

“I think beauty and fashion carve out a personal style unique to everyone”

Occupation: Student

Employer: Winners

Location: Vancouver, Canada

Computer Skills: Proficient with Apple computers, mobile. Heavy social media user. Snapchat, Instagram, Tumblr, Facebook.

Hannah is an 18yr old high school student who works part time. She loves beauty and fashion of all kinds but cares about what kind of products she uses. She enjoys road trips with friends, dressing up in unusual clothing styles, learning new beauty techniques, video games and creating art with apps on mobile. Her immediate goals are to learn Spanish fluently, pursue media arts at college and visit Portland. Hannah wants to be inspired and looks to many online sources that might provide her with something other than monotonous pop culture.

