

Ana (The Student)



"I like how the platform focuses on specific themes from time to time, but for me, the most important thing is to have an overview of everything that was published so I can relate it to my own studies."

AGE 19 | **GENDER** Female | **STATUS** Single

OCCUPATION Student | **LOCATION** Curitiba (BR)

ATTRIBUTES

Ana is studying to be a Data Scientist. She strongly believes that technology has a key role in impacting the biggest issues we live nowadays as a society. Besides her studies at the university, she is also very concerned with current social problems and she always likes to imagine ways that technology and data can help to solve such problems.

GOALS

Ana's main goal is to follow the studies being published and extract valuable information that she can use in her own studies at the university, but also, she likes to follow the platform's content on a weekly basis so she can be always updated about the most relevant topics for her.

KEYWORDS

Student / Dedicated / Idealist / Activist / Political / Reader / Enthusiast

DEVICES



MacBook
Samsung Galaxy

Marcos (The Social Scientist)



"The platform provides me a valuable space for publishing my studies, but I'm afraid it can get lost between other types of content."

AGE 43 | **GENDER** Male | **STATUS** Married

OCCUPATION Researcher | **LOCATION** Rio de Janeiro (BR)

ATTRIBUTES

Marcos is a social scientist and professor focusing his research on the major impacts of social media in Brazilian politics and social issues. He considers very important to bring awareness on such topics because he thinks the country is going through a democratic crisis that he believes it is only possible to overcome through knowledge.

GOALS

Marcos main goal is to publish the findings of his research studies. He wants to promote what he considers valuable information for students and general public interested in the topics he study.

KEYWORDS

Socially Aware / Scientist / Intellectual / Scholar / Reader / Communicator

DEVICES



MacBook Pro
iPhone X
iPad Pro

Hans (The Diplomat)



"Democracia Digital provides me valuable information about upcoming and past events that are related to topics my company wants to promote in both Brazil and Germany."

AGE 52 | **GENDER** Male | **STATUS** Married

OCCUPATION Diplomat | **LOCATION** Munich (GE)

ATTRIBUTES

Hans works for a company associated to the German government. Part of his work is to identify cultural exchange opportunities in other countries in order to promote Germany's contemporary social, political, cultural and academic studies for business and diplomatic purposes.

GOALS

By accessing Democracia Digital, Hans main objective is to follow the platform so he can propose and identify related events, lectures, exhibitions, and so on. He is more interested on having an overview of the platform activities and content.

KEYWORDS

Diplomatic / Communicator / Strategist / Negotiator

DEVICES



MacBook Pro

iPhone X

iPad Pro