



**NIKO**

Costume Designer

"Communication is key, but the keys to this app are broken."

## DEMOGRAPHICS

Location: Seattle, US

Marital Status: Engaged

Occupation: Costume Designer

Age: 37

## BIO

Niko is a costume designer who spends time connecting with people worldwide.

## TECH

Internet: ● ● ● ● ●

Social Media: ● ● ● ● ●

Online Shopping: ● ● ● ● ●

Apps: ● ● ● ● ●

## CHARACTERISTICS

Dancing  
Impulsive Shopper  
Explorer

## GOALS

Her goal is to use an app that doesn't glitch every time it's being used.

## PAIN POINTS

Notifications on the app doesn't always work. Messages aren't saved after getting kicked out of conversations. Sending messages sometimes require me to type it five times.

## OTHER APPS

