



# Development of diaspora profiles and design of the user journey



## Mbeke

### The mature investor

### Demographics

- 45 years old
- Male
- Lives with his wife and one child in Stavanger and have all family and relatives in Kenya.
- Work in an international tech company
- On the spare time he likes to be with his family and is very active on the stock market

## Description The mature investor

Grew up in an African country and came to Sweden a bit older, around teenage. Has family lives in Kenya and he lives strongly with two cultures.

Has two business partners in the home country and is co owner of three companies.

Is a board member of one charity fund.

## Behaviour

- is an investor
- owns two companies
- Involved in formal things maybe invested/bought a home
- involved in a community of some sort either people like themselves or in charity/church
- married
- highly educated and talks about investing with their partner

Are already  
Pankea  
investors

## Goals & motivations

- Wants to make a difference and change in his home country
- want to make longterm difference
- Wants to invest in sustainability and environmental companys

One day  
move back  
(Pension  
age)

Wants Africa  
to be self  
reliant (Stand  
on it's own  
legs)

## Needs

- wants to feel like he is making a contribution to the country- Yes highly a sense of giving back because was able to have a lot of opportunities coming to Europe
- Needs a sense of contribution also needs any type of derisking and formal support would be a huge part for this person to get involved.
- Sense of, we are doing this the right way

Wants to  
be in the  
market

## Obstacles

- Has negative experiences in previous investments

Has a lot of other  
engagements that  
are hard to shift  
from (a church)

Our  
biggest  
critics

Know  
about  
the risks

The alternatives  
need to address  
why they are  
holding back.

if convinced  
they in it for the  
long term and  
they come with  
their networks

strong appetite  
for risk, been  
there done that,  
what different  
now

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 Analyze the world as observed in the present for working for

**STORYWORLD**

Profile	<b>Context</b>	<b>Object and Place</b>	Microscopic points
	<b>Subject and Situation</b>	<b>Object and Place</b>	
<ul style="list-style-type: none"> <li>name</li> <li>age</li> <li>gender</li> <li>height</li> <li>weight</li> <li>hair</li> <li>eyes</li> </ul>	<b>Job</b>	<b>Significance</b>	Notes on things that stand out
	<b>Character</b>	<b>Significance</b>	

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**Behavioural profile**

**Richard**  
 The identity-seeking together

**Description** The identity-seeking together

**Behaviour**

**Goals & motivations**

**Needs**

**Obstacles**

**Demographics**

- 28 years old
- Male
- White
- Single
- High school graduate
- Works in marketing
- Living in a city
- Married

**Behavioural profile**

**Walter**  
 The mature investor

**Description** The mature investor

**Behaviour**

**Needs**

**Goals & motivations**

**Obstacles**

**Demographics**

- 45 years old
- Male
- White
- Married
- High school graduate
- Works in finance
- Living in a city
- Married

**Behavioural profile**

**Alice**  
 The mature student

**Description** The mature student

**Behaviour**

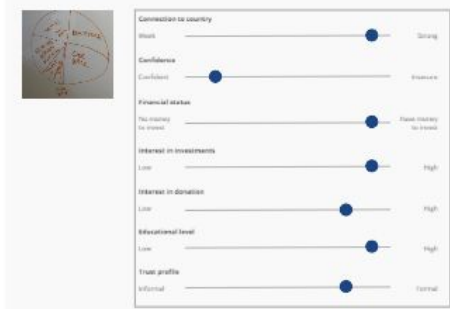
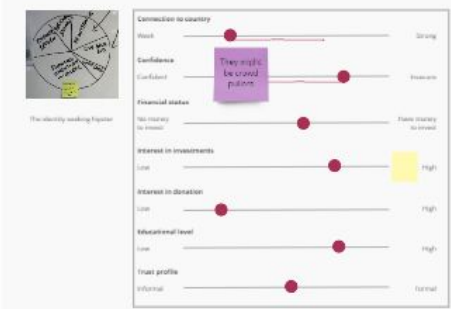
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**Goals & motivations**

**Obstacles**

**Demographics**

- 28 years old
- Female
- Black
- Single
- High school graduate
- Works in education
- Living in a city
- Married



# Onboarding / Find the first investment

