



PERSONA

GIORGIO

28

EDUCATION AND KNOWLEDGE

Study at university

MOTIVATIONS & ATTITUDES

Make others that I like to know things and technology

To join the culture of Italy

Thanks to my parents I can make my own choice

LIMITATIONS

Quality of the means to be guaranteed

DATA protection

protection of personal info

minors of digital accounts

financial means

DIGITAL SKILLS

active participants

digital literacy is connected to age

problem to reach low digital group

GOALS

Engaging communities

Discuss options before implementing

ATTITUDE TOWARDS DIGITALISATION

WISHES

Others recognize the value of sharing information

Low barriers for digital transition

EXPECTATIONS TOWARDS DIGITALISATION

PERSONA

Young Adult Professional
University graduate
Interest in the digital
young adults university graduate

EDUCATION AND KNOWLEDGE



MOTIVATIONS & ATTITUDES

Curiosity
Sense of community
Participation
Access to services, places, information, etc. through devices and platforms
Cooperation with others
Access to services and information

VALUES

privacy concerns
access to services and information
data rights

DIGITAL SKILLS

they should just need a smartphone and basic digital knowledge

GOALS

Tailor services to needs for city decision makers
Better understand what city offers (for citizens)
Policy making for all from the elderly to children
data capacity building at City council to better inform public policies

ATTITUDE TOWARDS INEQUALITY



RESULTS

ability to solve real life issues arising from the digital
democratization of processes
to have a more inclusive life
curriculum information

ENDPOINTS TOWARDS INEQUALITY

Contribute to solve real life issues
Make easier & faster to access to information