

Bo

Persona

Attitude

Job

Life

The
Lifetimer



Bo

You embrace the power of organic food, yoga sessions, and handcrafted art. Together with your mom you grew up in a community where these aspects have played a major role, more than money and strict rules. You are a warm and friendly person, and you try to see people without prejudices. While equality and fairness are important values that you strongly defend, you strive for harmony rather than conflict.

Bo

Persona

Attitude

Job

Life

The
Lifetimer



Social

You feel anxious about the overproduction of electronic goods without any care for the environment or the society. Besides, you don't see the fuss about all these high-tech gadgets – they rather distract people from what is important in life.

Bo

Persona
Attitude

Job

Life

The
Lifetimer



Drop out

You have paused your study and started working as a campaigner for a large environmental NGO. Here you can combine your vision of an inclusive, equal and ecological society with your talent to look for compromises.

Recently, you have heard strange stories from colleagues: their alternative lifestyle seems to result into a low life expectancy according to The Lifetimer and has led to concerns in the community.

Bo

Persona

Attitude

Job

Life

The
Lifetimer



Furious

You are furious. Your lifestyle and increasing concerns in your community have left you reluctant of using The Lifetimer. This however disadvantaged you: insurance benefits are not offered to you, and you are not able to buy your own house. On top of that, a friend in your community got severely ill which could have been prevented with better insurance benefits. The dominance of this technology must stop!