



## Aiko

Account Executive

“

Making art helps me unwind and takes my mind off work.

”

## Demographics



Sydney, Australia



30 years old



Single

## About

Aiko is an account executive in Sydney, Australia. She works as for a large corporate and her job can be quite demanding. Aiko loves art and enjoys being in a creative state of flow when she's making art. She only attends art classes or workshops when she has time and she is not a regular student at Royal Art Society.

## Goals

- Have my own art exhibition
- Develop artistic skills
- Win art competitions
- Have a side business selling art

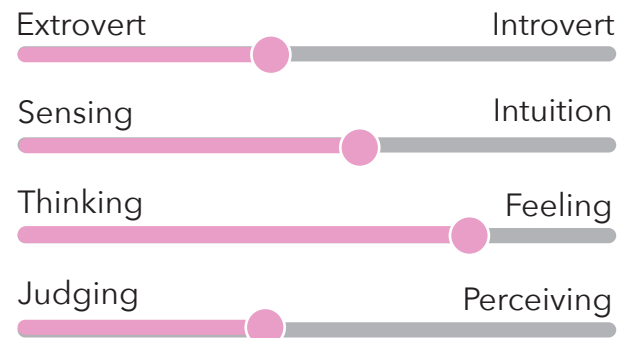
## Motivations

- Practice mindfulness
- Learning from great artist
- Meet like-minded people
- Having fun

## Frustrations

- Unable to make payment via credit card on website
- Art workshop confirmation email does not contain workshop details
- Workshop information is removed from website once the workshop is full
- Administrator unavailable to answer questions between Christmas and New Year
- Website looks out-date and uninspiring

## Personality



## Competitors

- National Art School
- Julian Ashton Art School
- Other Evening Colleges
- North Sydney Community Centre