Segmentation Example

- ☐ Evolve considerate live the moment. It is because that they are satisfied with their status.
- ☐ They tend to be more mature, reliable and not eager to change.

Eager to

try new things



Look@Me

High

- Look@Me are always eager to try new things
- They are spontaneous as they don't like ordinary and unchanged life
- ☐ They have strong personality and know what they want
- ☐ They believe they are less limited abroad

Disciplinar

- ☐ Struggling social strivers are act upon the book.
- ☐ They struggle to live a better life with less financially constrain.
- ☐ Under the pressure from the society, they cant seek for freedom before they succeed.



Fvolve

Considerate

Struggling Social Strivers Affluent Social Strivers

- culture and use it as a learning opportunity
- Conservative

☐ Affluent social strivers are rather feasible, They will search for the efficient way to achieve their dreams

Free will

- ☐ They are influenced by western
- ☐ They believe in self-study to make them be the expert.

