



"A quotation that captures this user's personality."

Age: 53

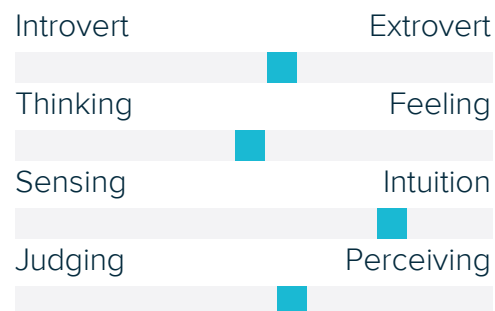
Work: Public Servant

Family: Wife.

Location: Newtown, Wellington.

Character: O

Personality



Airy

Nieve

Trusting

Happy

Goals

- To travel more on his weekends.
- Gain alternative perspectives and knowledge.
- To create and expand networking skills.

Frustrations

- A bad resteraunt.
- Outdated usability.
- Loss of time on old tech.

Bio

Gary works for the ministry of business and innovation. He's in an admin role so does not take his work home with him, this leaves him with his evenings to spend with his wife and passions. He enjoys travelling and eating out, he lives in a small apartment in the city so does not have a large kitchen to cook in. He uses his phone mostly to find and explore things on the net and has many apps on his phone for different tasks.

Motivation

Incentive



Fear



Growth



Power

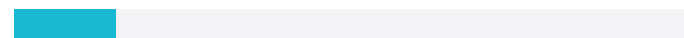


Social



Preferred Channels

Traditional Ads



Online & Social Media



Referral



Guerrilla Efforts & PR

