



## Richard

**Age:** 34

**Education:** M.BA

**Hometown:** Brooklyn, NY

**Family:** Lives with Family

**Occupation:** Marketing Manager

*"I want to live in comfort"*

### Goals

- Relaxing
- Better atmosphere
- Comfort living
- Pleasant surrounding
- Less travel

### Frustrations

- Spend too much time on traffic sometimes
- Often disturbed by neighbours
- Has to travel long way to the city.
- Water leaks in Apartment.

Richard is Family Man works as in IT Profession who lives in Brooklyn, NY. He is concerned with his lifestyle and surrounding. He hates to travel long to drop his childrens to school as he lives at outer city. His wife is often annoyed about the water problems in their apartment.