

Michael



Age	35
Gender	Male
Occupation	Sales Representative
Tech Literacy	Medium

Bio

He lives in Chicago, Illinois and is now comfortable after moving to Chicago a year ago. He loves to hangout with coworkers after work for drinks. He makes sure to call his long distance girlfriend back home regularly. He is working towards a promotion

Core Needs

- Needs to give time to all his different relationships
- Improve his skills at his job and maintain good rapport with clients
- Ease of use and engagement are important in any app he uses

Frustrations

- Friends canceling plans or reservations without much notice
- Finding new restaurants or hang out spots to invite people to
- Finding a promising new place, but encountering a bad app/website

“One of the most personable people I know. He can talk for hours about cars or the most recently released movie. A caring friend who puts others first. He often loses interest on conversations or some activities that go for too long.”

- His friend, Dave