

# Kenny James

age: 47

Relationship: Married

Occupation: Engineer

Location: Albany, New York



## Description

Dedicated to his job. Has 3 kids and a wife. Likes to travel and explore. Has travelled to three continents, and has additional family in Spain. Very schedule oriented and organized. Has a passion for technology and keeps up to date with the latest releases for cell phones, cars, and pc hardware.

## Motivation & Goals

- Wants to travel to Asia in the next 5 years
- Hopes to be promoted with his company within the next year
- Want to work with the best team and surrounds himself with hardworking peers

## Frustration & Problems

- Time is very strict and non-flexible
- Doesn't like eating packed lunches everyday
- Wishes others were time conscious and hates waiting on others

# Nick Hopkins

age: 50

Relationship: Divorced

Occupation: Marketing

Location: Denver, Colorado



## Description

Health Conscious and strict about his diet and workout routine. Divorced, and single for 5 years, has two kids both in highschool. Enjoys watching sports and playing Tennis in his free time. Loves to Ski in the Winter. Cooks at home as often as he can.

## Motivation & Goals

- Wants to maintain a healthy lifestyle
- Looking to get remarried in the next 10 years
- Trying to become a part time Tennis coach

## Frustration & Problems

- Believes it hard to find healthy options for food
- Thinks organic food is too expensive and should be cheaper

# Lois Alberta

age: 35

Relationship: Married

Occupation: Health Insurance

Location: Dallas, Texas



## Description

Enjoys a morning coffee when she has the time. Married but has no kids, and doesn't want any. Likes to be traditional about her lifestyle and does not like radical changes.

## Motivation & Goals

- Wants to become financially independent in the next two years
- Loves her job and is working towards becoming a part of the Texas Board of Insurance

## Frustration & Problems

- Doesn't want to spend a lot on groceries or takeout
- Has a strict budget and doesn't like going over
- Has no time for hobbies or cooking