

# Alexa Joannes - Dalton Price

age: 36

residence: Inner Grove Heights, Minnesota

education: Bachelors in Marketing from Minneapolis College

occupation: In a Pyramid Scheme

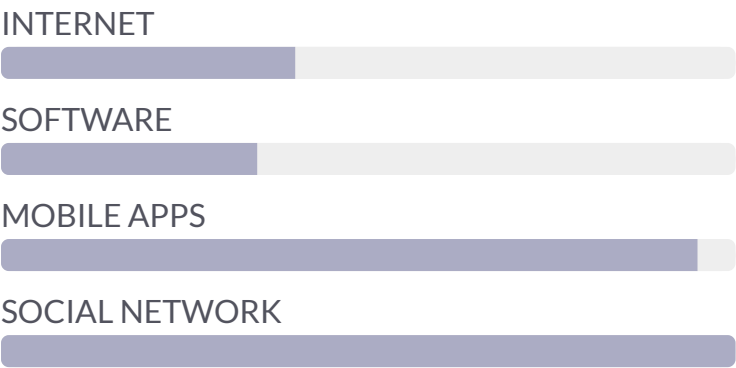
marital status: Married with 4 kids



## "Live Laugh Love"

Alex Wakes up in the Morning and has her morning coffee with her mug that says "Coffee before Talkee"  
She then Takes her kids to school in 2012 Dodge Caravan.  
She then comes back home to advertise her pyramid scheme on facebook and then post WAY too many political postings.  
Alexa then sits and watches Dr. Phil until she welcomes her kids and husband home.  
She then makes a "mean" taco casserole before finally laying down for bed.

### Comfort With Technology



### Criteria For Success:

Take care of her kids and husband.

### Needs

- COFFEEEEEE ☹️
- Wine
- Her kids to make the varsity sports team so she can hang out with the "cool" moms
- Facebook

### Values

- God First
- Family second

### Wants

- The best available foods for her family
- A Pinterest board full of unique casseroles
- A mama bear sticker on the back of her van
- Donald Trump back in office

### Fears

- Running out of coffee
- Not having all the ingredients in order to make her "famous" casserole for dinner!