

Miriam Atwood

age: 65

residence: Sacramento

education: Graduate

occupation: Retired

marital status: Widow



"My celebrity crush is Alex Trebek."

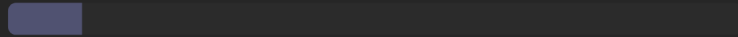
Miriam is a grandmother who loves to dote on her grandchildren, and she recently moved to Sacramento in order to live closer to them. She goes on daily walks, loves to read, and is excited for the drama from the hearts (card game) group she just joined.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Miriam wants to be able to take care of herself without worrying her family.

Needs

- A reminder to drink water every once in a while.
- A way for her to track the drinking habits of her family and ensure their safety because she worries.

Values

- Quality time with her grandchildren.
- A healthy lifestyle.

Wants

- To be able to go to every single one of her grandchildren's soccer matches.
- To live longer than everyone in her hearts group.
- A hug from her grandchildren.

Fears

- Being dehydrated and not being able to go to her granddaughter's dance recital.
- Being a burden to her daughter and son-in-law.