

**John Smith**

**“Nothing beats a life on the water.”**

Bio: John has finally retired; he just purchased a schooner on which he and his wife can enjoy their retirement.

Demographics

* White
* Male
* married
* retired

Personality traits:

* Outgoing
* Empathetic
* Adventurous

Motivations:

* Loves new experiences
* Time outdoors, especially on the water
* Spending time with his wife

Goals and Frustrations:

* Wants to be able to access his account from a mobile device.
* Wife has some mobility issues and needs a slip that is close to the marina parking lot.

Tech skills:

* Has a BA in art history
* Familiar with Microsoft Office software from her time at school
* Did not work in the tech industry but used PC frequently for work
* Uses smartphones for most of his personal computer needs.