**Bob Clifton**

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|  | **PERSONAL PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Wants to track his steps while out on evening strolls. He also has 2 kids that are about 23 and all have new smartwatches that help them out in their daily lives, so he wants to hop on the bandwagon and get a smart watch too.  Money is not an issue with him as he is retired and likes to spend his money to indulge his tendences and treat himself. | He is easily aggravated so he wants a smartwatch that is easily usable for someone with his limited technological experience.  He also is very clumsy, falling over all the time so he also needs a smartwatch that will be durable and not easily broken. |
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| **QUOTATION** | |
| **“Trying to keep up with these modern gizmos”** | |
| **NAME** | |
| Bob Clifton | |
| **AGE** | |  |  |
| 64 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Bob Clifton is unfamiliar with wearable technology and is unsure how well he will be able to use his new smartwatch once he purchases it. | **BOOKS** |
| Male | | **The Godfather – Mario Puzo** |
| **LOCATION** | | **BLOGS** |
| Albuquerque, New Mexico | | **The Lawn Bowls Blog** |
| **OCCUPATION** | | **CONFERENCES** |
| Retired | | **N/A** |
| **JOB TITLE** | | **EXPERTS** |
| Retired CEO of Huggies | | **Marketing** |
| **HiHIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| PHD in Sales/Marketing | | **National geographic** |
| **ANNUAL INCOME 100k+ per year** | | **WEBSITES** |