**Rory Mcllroy**

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|  | **PERSONAL PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| He likes to stay healthy, managing his daily intake and his calories burned which is why he thinks that a smart watch would be a good purchase as to help him easily keep track of calories burned and gained. Also, he would like for the smartwatch to be able to count the number of steps per day and to record the different types of exercises that he participates in.  He loves to travel around the world and explore new places. He loves how his current technology can track his location and tell him where to go and is looking for a smaller and more compact option to take him places. | He likes to go golfing all year around which includes during the winter rain so he would need a smartwatch that is sweatproof/waterproof.  Since he travels, he would like to have a watch with good GPS to be able to tell him where he is in real time.  He doesn’t know what different types of watches do so he would like to be able to compare different watches’ features/specs on the website. |
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| **QUOTATION** | |
| **“****I’m super active and love to walk. My health and fitness** **is especially important to my daily life.”** | |
| **NAME** | |
| Rory Mcllroy | |
| **AGE** | |  |  |
| 21 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Rory Doesn’t win many competitions and is a bit tight on money so he wants a cheap and affordable watch that still has all the advanced features that the name brand watches have. | **BOOKS** |
| Male | | **Golf for dummies** |
| **LOCATION** | | **BLOGS** |
| Napier/Hawkes Bay | |  |
| **OCCUPATION** | | **CONFERENCES** |
| Golfer | |  |
| **JOB TITLE** | | **EXPERTS** |
| Amateur PGA Player | | **Golf** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| College Golf | | **Golf Monthly** |
| **ANNUAL INCOME $40K per year** | | **WEBSITES** |