



Abílio Reis

SHORT NAME  
ABÍ

#### IMAGE



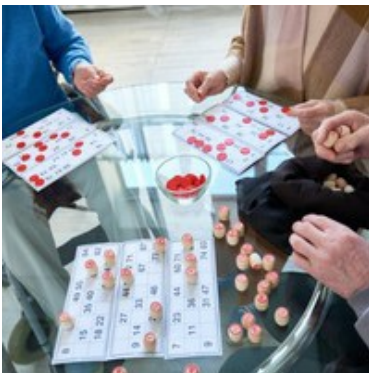
#### QUOTE

"A bird in the hand is worth two in the bush"

#### BUDGET

150€

#### MOOD IMAGES



#### BACKGROUND

Abílio does not have any children of his own. On top of this, his stubbornness and cold personality makes it hard to approach him. Due to this, Abílio does not have many close bonds.

He suffers mostly because of his back pain and bad eyesight which affects his everyday life.

Technology is not his strongest suit, which causes him to struggle in using the latest technology like face recognition, leaving him to only use what is most familiar (credit card, cash).

#### PREFERRED COMMUNICATION CHANNELS

Verbal

#### TECHNOLOGY ADAPTABILITY

Very bad

Very good

#### KEY MOTIVATION

- Feeding the livestock;
- Social interaction;

#### MAIN FRUSTRATIONS

- Back pain;
- Low mobility;
- Bad eyesight;
- Little knowledge in technology

#### A DAY IN THE LIFE

Abílio wakes up at 8 A.M. to take his breakfast and



medication.

Afterwards, even though he is in pain, he takes care of his farm animals, seeing that they are his biggest and most loyal friends.

At noon, he goes to the nearest café and spends the rest of the time talking and playing games with locals.

He often does a regular check-up and goes to the pharmacy to retrieve his medication. He enjoys the interaction with the pharmaceutical lady, so he spends more time than needed at the pharmacy.