**Inventory Analyst**

Background:

* Student
* Single no children
* Works full time
* Bachelors in Information Technolog

Demographic:

* Male, 30 years old
* Income of $60,000
* Homeowner

Identifiers:

* Creative and loves experiencing new things, as well as learning and acquiring new skills.

**Manager**

Background:

* High School education
* Works in a factory
* Married with 1 child

Demographic:

* Male, 43 years old
* Combined income $120,000
* Homeowner

Identifiers:

* Often involved in house remodeling projects, very creative and enjoys working with tools but not technology savvy and struggles to understand the basics of using a smart phone.

**Project Manager**

Background:

* Trade skill education
* Master Electrician
* Married with 3 children

Demographic:

* Male, 50 years old
* Income of $200,00
* Homeowner

Identifiers:

* Enjoys working on projects and expressing creativity and uses technology to help him be more creative. Plays different music instruments and often listens to music while working.