

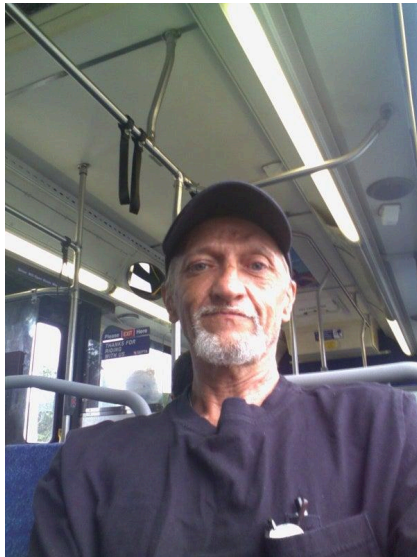
Jack Thompson

- **Age:** 52
- **Ethnicity:** White
- **Family Status:** Married with grown children
- **Education:** High School Diploma, some vocational training

Background: Jack is a seasoned handyman with over 30 years of experience in home repairs and maintenance. He owns a small repair business and has built a strong reputation in his community for reliable and high-quality work. Jack is known for his expertise in plumbing and electrical repairs.

Goals: To ensure his business continues to thrive and to eventually hand it down to his children. He's also interested in expanding his services to include home automation systems.

Challenges: Managing the demands of a growing business while keeping up with new technologies and industry standards. Finding skilled help to support his business.



Maria Gomez

- **Age:** 34
- **Ethnicity:** Hispanic
- **Family Status:** Single, no children
- **Education:** Associate's Degree in HVAC Technology

Background: Maria is an HVAC technician who specializes in heating, ventilation, and air conditioning repairs. She works for S M Repair LLC and is known for her attention to detail and

problem-solving skills. Maria is highly skilled and keeps up-to-date with the latest HVAC technologies.

Goals: To advance her career by obtaining additional certifications and eventually moving into a supervisory role. She also aims to continue her education in energy-efficient systems and green technologies.

Challenges: Balancing a demanding work schedule with ongoing training and certification requirements. Managing customer expectations and dealing with unexpected repair issues.



David Chen

- **Age:** 45
- **Ethnicity:** Asian American
- **Family Status:** Married, father of two
- **Education:** Bachelor's Degree in Business Administration

Background: David is the operations manager at S M Repair LLC, responsible for overseeing the day-to-day operations of the company. He has a background in business management and uses his skills to streamline processes and improve customer service. David is adept at managing logistics and coordinating between different teams.

Goals: To optimize operational efficiency and increase customer satisfaction. He's also focused on expanding the company's reach by exploring new service areas and improving online presence.

Challenges: Ensuring effective communication between different departments and managing the logistical aspects of the business. Balancing operational demands with strategic planning for growth.

