

# John Smith

## Background:

- Software Developer.
- Bachelor's degree.
- Married with no children.

## Demographics:

- Male, 30 years old
- Family income of \$83,000
- Lives in Cedar Rapids Iowa

## Identifiers:

- He is always frustrated because when he always did not get the haircut that he wants
- He likes to see the haircuts in a picture first.
  - He likes to book his appointment online.

