

Osman Taher

Background:

- Professor at a community college
- Master's degree.
- Married with two children, 3 and 5.

Demographics:

- Male, 45 years old
- Family income of \$75,000
- Lives in Cedar Rapids Iowa



Identifiers:

- He is always likes to know how much the haircut will cost him
- He Likes to read an introduction about his barber.

Goals:

- He expected high- quality hair services.