

Giovanni Rossi - by Luke Peter

age: 78

residence: New York City

education: Primary education in Italy

occupation: Retired, used to be a carpenter

marital status: married with 2 kids



"I'm tired of having to repeat myself all the time."

Spends a lot of time with his wife travelling because he is retired. He occasionally visits his children who are successful and live far away. He has trouble communication with every day Americans because of his heavy Italian accent.

Comfort With Technology

INTERNET



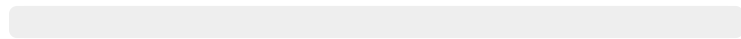
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Needs to feel accepted and understood by society

Needs

- A way to communicate more effectively with natural English speakers

Values

- His culture
- family
- working hard
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Wants

- Wants to be able to talk to people in his own language, Italian

Fears

- being in a world where no one can understand him