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| AGE | 40 |
| OCCUPATION | Software project manager |
| MARITAL STATUS | Married |

**TECHIE SMART LEADER**

*“I like websites which are both elegant and responsive without any glitches “*

BIO

Adam is a software project manager at Alphabet Inc. He is married for 10 years and has two children. He is a hardcore code monkey and has seen many changes in technology over the years and tried his best to keep up with the latest technologies. He prefers products developed by his team to be elegant, easy to use and fast. He loves to share his knowledge to others through his blogs and reviews. He is critical about the work which is not up to the standards and is not hesitant to voice his opinion.

Being a manager Adam is very busy with his work and has got little time for family and friends. He is always on the move and uses his smartphone extensively. He is passionate about sports and plays football during his free time.

EXPECTATIONS

* Elegant and fast performing website
* Option to provide feedback and reviews
* Highly responsive website for smartphone

FRUSTRATIONS

* Annoying ad content and pop-up windows on the website
* Filling long form while signing up and repeating same information.
* Slow performance and software glitches

PERSONAL INTERSERSTS

* Sharing knowledge and experiences
* Passion for arts and sports.