

# MR. NEEL PERERA



Age 35

Job Title Assistant Accountant

## BIOGRAPHY

I am person who works as an assistant accountant of ABC company. I am always busy with my work at company work. I focus on managing my time for both personal and professional life specially for sport practices.. So it is good if I can have a proper accommodation with facilities. It is good if I can have another way of chance to save my money spending on different needs.

## PERSONALITY

- Time and money management
- Care about self satisfaction and freedom
- Sociality

## MOTIVATIONS

- Technology
- Social meetups
- Sports club

## TECHNOLOGY

- Internet
- Wifi
- Mobile Apps

## DEVICES

- Mobile Phone
- Laptop

## GOALS AND NEEDS

- Need to manage money
- Need to use free time for different activities
- Need to fulfil basic requirements

## FRUSTRATIONS

- Cost for daily purposes is high so that I cannot save money.
- I have to waste my time for food and other needs and walk here and there

## BRANDS

- Samsung
- Dell

## SOCIAL MEDIA



# MS. NEETA DIAS



Age 40

Job Title Owner, HIC Sports Club

## BIOGRAPHY

I am person who is looking implement a new center of my club and I target to provide the service for large number of people at a same time. As a person I like to give my time for social services as well. So I would like to develop my all service centers with mentoring facilities as well for the well being of the society. As a business women my target is to improve my business with new facilities and technologies.

## PERSONALITY

- Looking for adventures
- Trying to provide a service for society
- Dedicated
- Motivated

## MOTIVATIONS

- Technological improvements in sports
- Motivation

## TECHNOLOGY

- Internet
- Wifi
- Mobile Apps

## DEVICES

- Mobile Phone
- Laptop
- TV
- Health Tracking Devices

## GOALS AND NEEDS

- Need to improve my business
- Need to target a large scale of customers
- Need to provide a social service

## FRUSTRATIONS

- Can not meet a large scale of customers at a single place
- Can not motivate people for sports who do jobs so it is a threat for my company

## BRANDS

- Apple
- Samsung

## SOCIAL MEDIA

