|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **A person with a surprised expression  Description automatically generated** |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| To be able to connect and interact with others without having to look at my phone constantly.  Easily access messages and voicemail. | Hard of hearing.  Eyesight isn’t what it used to be.  Not technologically literate.  New to smart devices |
|  |  |
| **QUOTATION** | |
| **I am God** | |
| **NAME** | |
| Morgan Freeman | |
| **AGE** | |  |  |
| 86 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Small screen with even smaller words packed tightly together can be hard to read and will make watches unusable for intended purposes.  Watches tend to have small or no speakers so hearing sounds and voice can be difficult. | **BOOKS** |
| Male | |  |
| **LOCATION** | | **BLOGS** |
| Memphis, Tennessee | |  |
| **OCCUPATION** | | **CONFERENCES** |
| Actor | |  |
| **JOB TITLE** | | **EXPERTS** |
| Actor, Director, Narrator | | **https://www.techradar.com/nz/tag/wearables** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Kennedy Center Honors | |  |
| **ANNUAL INCOME** | | **WEBSITES** |
| $273,000+ | |  |  |  | **https://www.tomsguide.com/us/smartwatch-buying-guide,review-3360.html** |

PERSONA PROFILE

ITPM5.240 AGILE PROJECTS – ITERATION 1