



Paulo Santos V2.0

SHORT NAME
PAU

IMAGE



AGE

39

GENDER

Male

MOOD IMAGES



OCCUPATION

Lawyer

NATIONALITY

Portuguese

MARITAL STATUS

Divorced, 2 Children

INCOME

5000€ / month

QUOTE

"Believe you can and you're halfway there" - Theodore Roosevelt

DESCRIPTION

Paulo is a successful lawyer working for the best company in Portugal. He took his master's degree in University of Coimbra, where he also met his future wife - Maria Alves. A few years passed by and they had 2 children, João and Joana Santos.

In his student years he loved to travel but now with 2 kids and time consuming work it's difficult to do so.

Recently he got divorced, lost half of his belongings, and his ex-wife got custody of the kids which he is allowed to spend every second weekend with.

HABITS AND LIFESTYLE

Despite his busy routine with work, he tries to be a present father to his kids, and be involved in their daily life like their school projects or sports.



He also likes to have a fancy lifestyle, with a good house where his kids can play in the backyard and a good car like every enthusiast loves,.

HOBBIES

He likes to travel with his kids and when he has free time he browses on the Internet, reading travel reviews about his future potential trip. He also writes reviews about the places he visits so he can help other people like him.

He's also a car enthusiast so he sometimes goes to online sites looking for news about the latest models, reviews about them and likes to see TV shows like Top Gear.

GOALS

He wants to continue being successful at work, but not at the cost of his relationship with his kids.

He also wants to travel and meet new people but because of covid he can't realize those plans.

SCENARIO

"Since my divorce I don't have a car, and I need one to go to work and do my daily routine. I don't have much time to spend on car dealerships so it would be easier for me to buy one online and have it delivered at home."