

Rómulo Nethaneel

age: 60

residence: Columbia, South Carolina

education: High School

occupation: Works at the local Foot Locker

marital status: Single



"I have no fashion and walking around Columbia and seeing people have better style than me makes me want to change that."

Rómulo spends his days doing one of three things: being a great grandfather, spending time with his wife, or working at the local Foot Locker.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Needs more attention from his style
- Needs to impress his grandson
-

Values

- Values good quality Clothes
- Values a way to communicate with people about clothes through something like s

Criteria For Success:

Rómulo Nethaneel is a man of many traits, but fashion is not one of them. He only started working at his local Foot Locker because his grandson begged Rómulo to get the greatest pricing on the latest Jordans. Due to Rómulo's job, he feels pressure to have better style.

Wants

- Wants to look hip to the younger generation
- Wants to have a respected style

Fears

- Fears people making fun of him for not having good fits