MAX SORRELL | October 23, 2024

Daniel Fahim



Age 32

Location Keynsham (UK)

Occupation IT Management

Family Yes

Income £41,500/year

Kind

Smart

Courageous

Bio

Daniel is an IT manager originally from London, where his family lives. He has recently broken up with a long time partner and moved to Keynsham to be closer to a new job in the center of Bristol. Daniel has been wheelchair bound for most of his life, but recently he has been feeling ostracised because of the lack of accessibility around Bristol, particularly in his new office. This is compounded by his moving away from his parents. Daniel likes to play video games and go shooting in his spare time.

Goals

- Fit in to his new job role.
- Make new friends in Bristol.
- Improve the wheelchair accessibility in his local community and at his job.
- Find a new place to go shooting.

Personality

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

Preferred Information Channels

Real Life Interaction

43

Search Engine Self Researched

61

Bespoke Applications

13

Word of Mouth / Help From Others

30

Frustrations

- Being away from family.
- There is poor disability access compared to London.
- Management at his new job ignorant to his needs.
- Being single after a long relationship

Motivations

Social

27

Overcoming / Achievement

68

Necessity

25

Entertainment / Intrinsic

12

Problem Solving

45

Brands



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