Name: Mike

Age: 30

Job: software developer

Lives in abc

**MOTIVATION:**

Mike likes to listen music while working, in gym and driving. It allows him to concentrate properly. He prefers music for stress relief or when working late night.

**ATTITUDE TOWARD RISK:**

He likes taking risk when given a opportunity to use new things. New technology excites him and encourage him to try something new. But He wont spend more time in experimenting with the new product.

**INTERACTION STYLE:**

He likes interacting in different ways. He prefers emails or voice calls instead of text message.

**APPROACH TO TECHNOLOGY:**

He prefer to use the best and latest available in market. His chooses are always top grosser mobile apps and gadgets available.

**APPROACH TO LEARNING:**

He prefer to read and learn new things from Internet or interactive with people. He prefers listening to others over speaking which makes him a good listening. He likes to read on quora and daily news feeds.