

ROSE CHARLES

THE ACTIVE SENIOR



“The quality of life is more important than life itself”

Rose enjoys her life. She worked in finance over 30 years, recently retired. She loves to hang out her ex-colleagues, joins book club, involved with opera as a volunteer. She is relaxed, and open minded. She takes a walk with her dog every morning. After breakfast, check on papaers and send text to her friends. She does a lot of activities, and one of favorite is yoga. She is looking for her personal trainer to keep her motivation up.

Demographics

Age: 57
 Occupation: Retired
 Education: MBA
 Status: Single
 Family: Two kids, both are married

Goals

- Provide her good quality marchandise/services
- Get involved community
- Stay healthy and active

Technology

IT & Internet



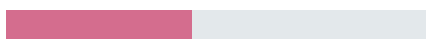
Softwear



Mobile Apps



Social Network



Personality

Extrovert

Introvert



Sensing

Intuition



Thinking

Feeling



Judging

Perceiving

