Rick Role

age: 72
residence: Newton-le-Willows, United Kingdom
education: Masters in Engineering
occupation: Retired
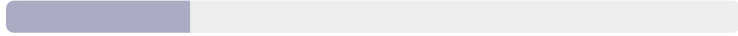marital status: single

Music Tinder

"Never gonna give you up, never gonna let you down..."

Pranking people, listening to classical music and 80s soul music

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
finding music to share with his loved ones and making his bird happy

Needs
- Older music that is new to his friends
- Music to relax and work on engineering projects
- Classical music that is soothing to his cockatiel

Wants
- To be simple to use
- Ease in connectivity to social media

Values
- Loves simplicity
- Highly enjoys social attributes
- Values his pet cockatiel greatly

Fears
- Extreme fear of pop up ads
- Avoids rap music and Nickelback specifically

Music Tinder
WHERE MUSIC FINDS YOU