

Persona Two

MICHAEL “MIKE” O’SULLIVAN

Basic Demographics

Age: 38

Gender: Male

Ethnicity: White (Irish, Italian, German, Polish ancestry)

Marital Status: Married

Children: 2 (ages 8 and 5)

Household Size: 4

Sexual Orientation: Heterosexual

Religious Affiliation: Catholic (moderately practicing)

Economic Profile

Individual Income: \$52,000 annually

Household Income: \$78,000 annually

Occupation: Union electrician (IBEW Local 102)

Spouse Occupation: Part-time administrative assistant at medical office

Employment Status: Full-time, various job sites in North Jersey/NYC area

Home Ownership: Yes (purchased 2019 for \$465,000, current value ~\$580,000)

Mortgage: \$398,000 remaining on 30-year fixed at 4.1%

Property Taxes: \$18,200 annually

Investment Portfolio: \$28,000 (401k, small IRA)

Savings: \$8,500 emergency fund

Monthly Discretionary Income: ~\$450 after all expenses

Education

Highest Degree: High School Diploma, Trade School Certificate (Electrical)

Trade School: Lincoln Technical Institute (2006)

Apprenticeship: 4-year IBEW electrical apprenticeship program
Children's Education: Public school (Montclair school district)
Continuing Education: Electrical code updates, safety certifications

Geographic & Housing

Neighborhood: Lower Montclair (near train station and commercial areas)
Home Type: 3-bedroom ranch built in 1955, needs updates
Commute: Union van pool or personal truck to various job sites (30-75 minutes)
Transportation: 2 vehicles (2018 Ford F-150, 2016 Honda Civic)
Years in Montclair: 5 years
Previous Residence: Bloomfield, NJ (childhood home area)

Political Profile

Party Affiliation: Independent/Unaffiliated
Political Engagement: Moderate (votes in presidential elections, some local)
Key Issues: Jobs, healthcare costs, education funding, infrastructure
Voting History: Mixed - traditionally Democratic, some Republican votes
Civic Involvement: Occasional town events, youth sports volunteer
Donations: \$200 annually to local charities and church

Consumer Behavior

Shopping Patterns: - Grocery: ShopRite (70%), Costco (20%), local deli (10%) -
Retail: Target, Home Depot, Amazon for basics - Dining: 1-2 restaurant meals per
week (casual dining, pizza)

Technology Usage: - Devices: iPhone 11, older Dell laptop, basic tablet - Streaming:
Netflix, YouTube, ESPN+, local cable - Social Media: Facebook (primary), Instagram
(limited), no Twitter - News Sources: Local news, ESPN, some cable news, Facebook
feeds

Spending Priorities: - Children's activities: \$300/month (youth sports, music
lessons) - Home maintenance: \$3,000 annually (DIY when possible) - Union dues
and work equipment: \$1,200 annually - Family outings: \$2,500 annually (beach trips,
local attractions)

Lifestyle & Values

Core Values: Hard work, family first, community loyalty, fair treatment

Health Consciousness: Moderate (tries to stay active, concerned about costs)

Environmental Awareness: Practical (energy efficiency for cost savings)

Cultural Activities: Local festivals, high school sports, church events

Physical Activity: Softball league, coaching kids' sports, weekend yard work

Travel Preferences: Regional trips, beach vacations, visiting family

Social Network

Friend Groups: Work colleagues, neighborhood parents, childhood friends

Community Involvement: - Youth baseball league coach - Parish volunteer for fundraising events - Neighborhood block party organizer - Union local meeting attendee

Professional Networks: - IBEW Local 102 members - Trade contractor relationships - Former apprenticeship colleagues - Local business connections

Media Consumption

News Consumption: 20 minutes daily (morning radio, evening local news)

Entertainment: 2.5 hours daily (sports, Netflix, YouTube)

Social Media: 45 minutes daily (primarily Facebook)

Podcast Preferences: Sports talk, true crime, some political commentary

Reading: Local newspaper, trade magazines, minimal book reading

Decision-Making Influences

Purchase Decisions: Price-conscious, brand loyalty to proven products

Political Decisions: Economic impact on family, candidate character

Brand Loyalty: High for tools/work equipment, moderate for household items

Information Sources: Friends, family, coworkers, local community

Risk Tolerance: Conservative (financial), moderate (career/social issues)

Psychographic Profile

Personality Type: Practical, community-oriented, family-focused

Motivations: Family stability, fair wages, respect for hard work

Concerns: Job security, healthcare costs, children's future opportunities

Aspirations: Home ownership stability, children's college education, retirement security

Stress Factors: Economic uncertainty, work-life balance, rising costs

Day in the Life: Michael "Mike" O'Sullivan

5:30 AM - Early Start

Mike's phone alarm goes off in his Lower Montclair ranch home. He immediately checks his work phone for any messages from his foreman about today's job site location. Today he's working on a commercial electrical installation in Newark. He quietly gets ready, trying not to wake his wife Jennifer or the kids.

6:00 AM - Morning Routine

In the kitchen, Mike starts his Mr. Coffee machine and makes two cups - one for now, one for his thermos. He checks Facebook on his phone while the coffee brews, scrolling through updates from high school friends and union colleagues. He sees a post from his Local 102 about upcoming contract negotiations that he'll need to discuss with the guys today.

6:15 AM - Work Preparation

Mike loads his tools into his Ford F-150, checking that he has everything needed for today's conduit installation. He grabs his hard hat, safety vest, and lunch Jennifer packed the night before. He starts the truck and listens to NJ 101.5 for traffic updates and local news while the engine warms up.

6:45 AM - Commute

The drive to Newark takes 35 minutes in morning traffic. Mike listens to the Dennis and Judi show on NJ 101.5, occasionally switching to ESPN Radio for sports updates. He stops at a QuickChek for a breakfast sandwich and another coffee, chatting briefly with the familiar clerk about the weather and local construction projects.

7:30 AM - Job Site Arrival

At the commercial site, Mike meets with his crew of four other electricians. They review today's work plan and safety protocols. Mike takes pride in his reputation as a skilled tradesman and often mentors the younger apprentices. The morning is spent running electrical conduit through a new office building.

10:00 AM - Morning Break

During the 15-minute break, Mike checks his phone for messages from Jennifer about the kids' after-school activities. His 8-year-old son Danny has Little League practice tonight, and his 5-year-old daughter Emma has a dance recital this weekend. He responds to a text from his neighbor about organizing the annual block party.

12:00 PM - Lunch Break

Mike eats his sandwich (turkey and cheese on white bread) with his crew in the site trailer. The conversation covers the Yankees' recent performance, upcoming union contract negotiations, and concerns about healthcare premium increases. One colleague mentions a side job opportunity that Mike considers for weekend work.

2:30 PM - Afternoon Work

The afternoon involves installing electrical panels and connecting circuits. Mike enjoys the problem-solving aspects of electrical work and takes satisfaction in quality craftsmanship. He teaches an apprentice the proper technique for wire pulling, emphasizing safety and efficiency.

4:00 PM - End of Workday

Mike cleans up his tools and completes his timesheet. He discusses tomorrow's work plan with the foreman and confirms his availability for Saturday overtime. The extra money would help with Emma's dance class expenses and building up the family's emergency fund.

4:45 PM - Commute Home

On the drive home, Mike calls his father to check in and discuss plans for watching the Yankees game together this weekend. He stops at Home Depot to pick up

materials for a weekend project - fixing the front steps that have been bothering Jennifer. He pays with cash to stay within his monthly budget.

5:30 PM - Family Time

At home, Mike changes out of his work clothes and helps Danny with his math homework while Jennifer finishes dinner. The family eats together, discussing the kids' school day and weekend plans. Mike suggests a trip to the beach if the weather holds up, calculating the gas and parking costs in his head.

7:00 PM - Community Engagement

Mike drives Danny to Little League practice at the local park. As an assistant coach, he helps with batting practice and encourages the kids. He chats with other parents about the upcoming season and volunteers to help with field maintenance this Saturday morning.

8:30 PM - Evening Routine

Back home, Mike helps with bedtime routines and reads a story to Emma. He then settles into his living room recliner to watch the Yankees game on YES Network. During commercial breaks, he scrolls through Facebook, liking photos from friends and sharing a post about supporting local businesses.

9:30 PM - Personal Time

Mike checks his bank account balance on his phone app and reviews this week's expenses. He looks at his 401k balance and considers increasing his contribution when the next raise comes through. He texts his brother about their weekend plans to work on his brother's deck repair project.

10:00 PM - Planning Ahead

Mike reviews tomorrow's weather forecast and prepares his work clothes for another day at the Newark site. He sets his phone charger by the bed and checks that his work boots are ready. He briefly looks at his union's website for updates on contract negotiations and upcoming training opportunities.

10:15 PM - Wind Down

Mike watches the end of the Yankees game while Jennifer reads beside him. They discuss plans for Emma's dance recital this weekend and whether they can afford to take the family out to dinner afterward. He sets his phone alarm for 5:30 AM and prepares for another day of honest work.

This profile and day-in-the-life scenario represents a lower-middle-class white male resident of Montclair who balances skilled trade work with family responsibilities and community involvement, representing a different but equally important demographic segment of the community.

ASSET MAPPING

SPECULATIVE ARTIFACT

STAKEHOLDER ENGAGEMENT DESIGN

