**JEFFREY WILLINGTONA person wearing a hard hat and vest

Description automatically generated**

**DEMOGRAPHICS**

* Age: 40
* Occupation: Construction Contractor
* Lives in Seattle, WA
* Married with two children

**GOALS AND NEEDS**

* Wants everything to be as straightforward and streamlined as possible when it comes to projects and clients.
* Doesn’t like to waste time with paperwork, etc.
* Needs to have an application with a UI that is easy to use and navigate and is aesthetically pleasing.

**PAIN POINTS**

* Jeffrey would prefer to not work with raw data, spreadsheets, etc. and would rather just have results.

**RELEVANT PATTERS OF BEHAVIOR**

* Works in the office for 4-5 hours a day trying to meet the needs of his clients.
* Not super comfortable with technology.
* He never relies on the manual to figure out how to do something.

**PERSONALITY**

* “I don’t want to waste any time, so I need something easy to understand and easy to use.”