

# Micheal Belcher



age: 62

residence: Saint Louis, Missouri

education: Bachelor Degree in Computer Science

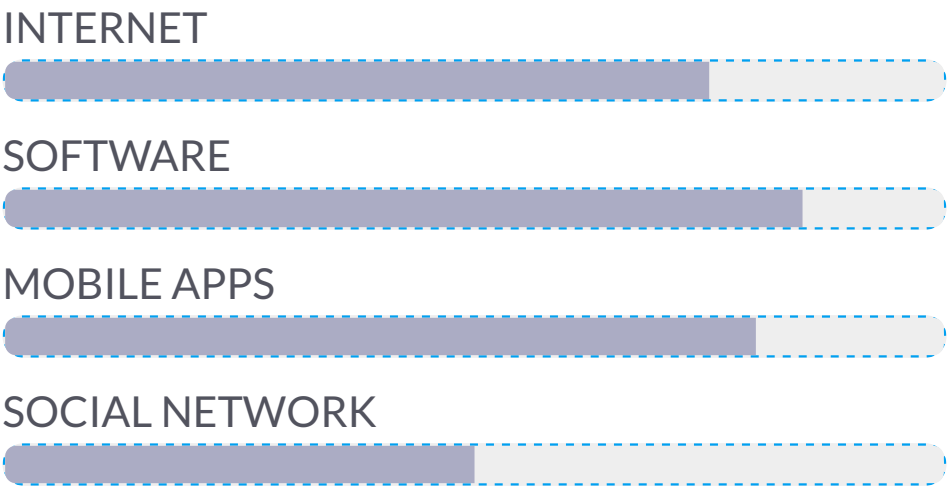
occupation: Financial Analyst

marital status: Married

*"If at first you don't succeed, try again and again."*

Micheal is a older gentleman who strives everyday to make technology work for him. Using technology in his day to day life allows simplicity and effective use of his time throughout the day. His wife on the other hand is very confused with the usage of technology, which has made Micheal in charge of shopping and bills. Though he tries to explain at the best of his ability, Susan always falls short of understanding the basics.

## Comfort With Technology



## Criteria For Success:

Micheal wishes to inform his family and friends about the importance of the development of newer technology and the that it will continuously change. Also wishes to help by providing tips and advice to those who have been dealing with technology related issues.

## Needs

- To manage time spend with wife and children
- Find a balance between his diet
- To continuously exercise to reduce hip pain

## Wants

- to develop a stronger relationship with his grandchildren
- to have a consistent schedule
- to expand his technology knowledge in regards to the day to day factor of growing technology

## Values

- Time Spend playing Pickelball
- Morning coffee and scrambled eggs
- Relaxing in his hot tub

## Fears

- Investing too much time on the internet and the news
- Difficulty walking with his replaced hip
- Fears no one really listens to him when he goes on lengthy tangents

