

# Jason Greene



34, male  
Vienna, Austria  
Senior Graphic  
Designer  
Loves trainers and  
looking at expensive  
property online. Dad  
to be.

Jason has lived with his girlfriend for four years. Their schedules don't always match up but they try to spend quality time together on weekends. He uses technology to organize and make his life more efficient. Design is very important to him.

## A DAY IN THE LIFE OF...

- Jason loves his job working as a graphic designer for an architects magazine. Beautiful design is a passion that reflects on all parts of his life.
- Trams and trains are his preferred mode of transport and going shopping is an activity him and his girlfriend share for convenience.
- Jason is usually the one to plan the evening meals and fits the shopping around his schedule. He knows what time his girlfriend finishes work and can always ask her to get missing ingredients on her way home
- They enjoy cooking in the evening when their schedules permit.

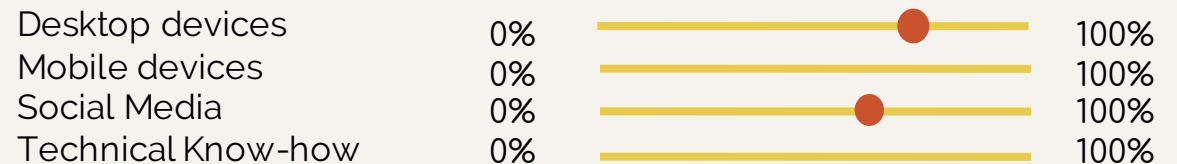
## JASON'S GOALS

Jason wants to be able to communicate and update his lists with his girlfriend and expects these to be compatible on all their devices.

## JASON'S BEHAVIOUR

- Jason doesn't mind trying out new technology until he finds what works.
- He has little patience if things do not fit his needs and don't work the way he thinks they should

## JASON'S TECH USE



***“I just want technology to work and be simple. I don't want to have to learn how to use it.”***