



# Edward

## Retired

"I want to stay connected and contribute to things I value."

Age Range: 65-75

Relationship: Widower

Consistent Voter

Military Veteran

Loyal

Traditional

## Goals

- + Connect with old pals
- + Stay updated with current events

## Frustrations

- + Not comfortable with technology
- + Feels lonely and disconnected

## Hopes

- + Become more comfortable with technology
- + Enable connection with a smaller, more important group of friends



# George

## Manager at Hardware Store

“Taking care of my family is my top priority.”

Age Range: 50-60

Relationship: Married

Inconsistent Voter

No College

Patient

Practical

## Goals

- + Financial stability
- + Stay connected with kids

## Frustrations

- + Tired of watching the news
- + Doesn't like media involvement in politics

## Hopes

- + New way to consume news
- + Make money, retire early, and spend more time with family