En bild som visar säte, möbler

Automatiskt genererad beskrivningJohan Andersson

**Age**: 45

**Occupation**: Carpenter

**Status**: Married with children

**Location**: Knivsta, Sweden

**IT-proficiency**: Some

Johan is a hard-working man who has been working as a carpenter since graduating from secondary school. He is now 45 years old and is feeling that his body has taken a beating from his work. Johan has a wife and two children aged ten and twelve and wants to provide for his family. In his spare time Johan likes to play football and go cross country skiing.

Johan is thorough and meticulous and takes pride in his work. Before making important decisions, Johan does research to be able to make the most informed decision possible. Through experience Johan has learned to be careful and is aware that not everybody is as honest and he and cares as much about the services they deliver.

To keep healthy and preserve his body Johan is looking to change his career. Because he must keep supporting his family, he doesn´t want a long education but is looking for a way to quickly become attractive for employers.

**Aims**

To find information about education choices.

To avoid educations that are given by organizations that lack in credibility and are not up to business standards.

**Expectations**

Easily navigated, credible, informative, serious.

**Behavior**

Thorough and skeptical.

**Influences**

Responsible, family provider.

**Characteristics**

Not very interested in technology.

Practical more than theoretical.