



Michael

Reliable shop assistant



Being able to find the right garment for a customer is a job; being able to make my children wear a smile is an art.

ACTIVITIES

Michael is 46 years old and lives in Turin. He works full-time in a clothing store close to home. As employee, he receives a 35% discount off anything in the shop. He uses the discount mainly to give gifts to his two children (Amy, 25 years old, and Jonathan, 18 years old) when they make good grades in school/university.

GOALS AND DESIRES

Michael would like to take the promotion in order to become manager of his department. In this way, he can guarantee a better future and a better education to his children.

DIGITAL TOOLS

[Which is or are the reference digital platform?]



NEEDS

- Michael needs to be informed about the lectures assigned during the week, so that he can help his son Jonathan with the homework
- Michael would like to be notified from teachers about his son's performance and behavior in the classroom

OBSTACLES AND FRUSTRATIONS

- Michael's daughter never did all the homework assigned when she went to school, so he would like to be more informed about Jonathan.
- School-family meeting were announced too late and Michael knew Amy's performance only in the middle of the semester. He thinks that it is better monitor the situation step by step.