Android Project - Persona

Persona:

Name: Rick

Life-stage: trying to spend more time on his hobbies

Age: 35-40 years

Annual income: €50,000 - €60,000

Industry: medium business

Internet usage: many times a day a

Social media usage: very active

Relationships group

Marital status: single

Children: no

Education/skills school

Education level: High school graduate

Technical level: comfortable

English level: native

Quote: "I really want to spend as much time as possible for my hobbies and get

better and better"

Rick lives in Eindhoven and spends a lot of money for his hobbies. His hobbies are outdoor

activities like fishing and hunting. He want to become as good as possible in his hobbies

so it would be nice if that is possible with new technologies, because he uses his smart phone many

times a day. Rick is comfortable with technology and he uses it regularly.