

**Joan Michaels**

Joan Michaels is a 45-year-old white, English speaking woman born and raised in the city of Dryden. Joan is a 9th grade Science Teacher and mother of two boys, 15 and 20 years of age. Her husband runs a mechanic shop in the heart of the city. The Michaels are very well known around the city of Dryden. Their annual family income is approximately $120, 000. Joan is a Taurus born April 27th 1969. As a Taurus, Joan is naturally a very patient person, but when it comes to the Internet, Joan finds herself feeling overwhelmed and slightly incompetent while browsing the web at times. She appreciates websites that provide her with the info she is seeking without sending her from page to page to page. The Michaels Internet provider, Bell has been providing them reliable high speed Internet for a number of years. Having two sons whom spending a good portion of their time on social media and being a high school teacher herself, Joan is very familiar with how to stay up to date with community news and events through online sources. She frequently visits Dryden’s Facebook page to learn more about community events. Joan likes to get involved in as many community events as possible and has for many years.