

Persona name	Erick Moore
Biography	Tech professional in San Francisco, passionate about gadgets and outdoor activities.  Age:28 Gender: Male
Purpose of the visit	Looking for smart home devices on the website to make living space more connected and efficient.
Interests	<ul> <li>Technology</li> <li>Outdoor activities</li> <li>Smart Home solutions</li> <li>Travel</li> </ul>