

B.6 The foundation president



Type of persona	Name	Age
Customer	Robin Mills	58

Education	Family	Household income
PhD in Business Administration	Descendent of an art dealer with old wealth	315.000/year (110.000 his husband income, 90.000 inherited real estate)

Competencies	Experience	Attention level
<u>Domain</u> : High <u>Linguistic</u> : Excellent	Beginner	Very involving activities

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Goals	System objectives	Type of usage
<u>End goals</u> : Differentiate the projects funded by the foundation, following new trends and innovations. <u>Experience and life goals</u> : Sign the history of the family foundation with a visionary approach, being a pillar of cultural innovation.	Interested in data which helps her assess projects.	None, just look at some reports and presented system features.

Behaviour	Attitude	Physical fitness
Constantly involved in the assessment of projects, she is used to time-management and critical thinking, trying to find a balance between cultural dissemination and current trends.	Focus, forward-looking and open-minded.	Healthy and fit, she has not any issue in computer interaction.