

BACKGROUND:

- Property Landlord
- Bachelor's Degree in fine arts
- Married with two children, 40 and 43

IDENTIFIERS:

- Self-Taught
- Highly Motivated
- Enthusiastic
- Technology savvy

FRUSTATIONS:

- Unrealistic Expectations from tenants
- Late payments, chasing invoices
- Managing complaints with paper

GOALS:

- Meet tenant requests with simple web application
- Travel across world

SOCIAL NETWORKS:



Local Richard



"LANDLORDS GROW RICH IN THEIR SLEEP"

AGE: 65

GENDER: Male

INCOME: \$100, 000

LOCATION: Kansas City, KS

ARCHETYPE: Creator

HENRI FALLON



**"PROPERTY MANAGERS LOVE
EVRY TENANT"**

AGE: 42

GENDER: Male

INCOME: \$80, 000

LOCATION: Woodland, CA

ARCHETYPE: Ruler

BACKGROUND:

- Worked as a Custodial Supervisors before becoming Manager
- Degree in Apartment Buildings and Commercial Properties
- Married with one child, 19

IDENTIFIERS:

- Passion for the Business
- Personally, engaged with the tenants
- Admit his errors
- Problem solving skills

FRUSTATIONS:

- Janitorial skipping their duties
- Janitorial not logging in time
- Terrible tenants

GOALS:

- Own a property
- Listen Better
- Learn Something New

BACKGROUND:

- Accounting Manager for small business company who sell products
- Worked as Staff Accountant for the same company for 6 years
- Bachelor's Degree in BS Accounting
- Happy Single Mom with one child, 10

IDENTIFIERS:

- Productive
- Hard Working
- Fast Learner
- Kind with People

FRUSTATIONS:

- Requesting compliant to maintenance is difficult process
- Adding Inventory

GOALS:

- Make financial reports easy to produce at the month end quickly
- Masters in Degree BS Accounting
- An easy way to request complaints

MASTER AT:

- Excel
- Word

FIONA CHARLES



**"BEHIND EVERY GOOD BUSINESS IS
A GREAT ACCOUNTANT"**

AGE: 35

GENDER: Female

INCOME: \$72, 000

LOCATION: Los Angeles, CA

ARCHETYPE: CareGiver