Jack - early retiree



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"I've worked hard for 41 years and now its time to relax...."

Age: 55

Work: Early retiree - Independent

Developer

Family: Married

Location: Phoenix, Arizona

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Impatient

Introverted

Generous

Romantic

Goals

- Wants to have a romantic beach getaway for a second honeymoon with his wife, Sally.
- Isn't terribly interested in sight seeing, just wants to relax on his getaway.
- As a return visitor to the wants to eat at the newest American restaurant that has become all the rage - "Taniti 'Murca Burger"

Frustrations

- Jack is a very picky eater. He prefers american classics he grew up with.
- Jack has been to the island, knows what he wants, doesn't have the most
 patience and would prefer to book his cruise and lodging quickly through the
 website.
- Jack is not interested in small talk with random strangers so does not want to use any sort of mass transportation.

Bio

Jack grew up in a meat and potatoes household in the mid-west and moved to Phoenix for his career in his 30s.

Jack is a retired software engineer who sells a few popular applications in the Google play store to maintain a living still.

He prefers to do things this way and doesn't really enjoy stepping outside of his comfort zone. Despite not being very social and outgoing, he is very romantic when it comes to his wife.

Motivation

Happiness

Comfort

Relaxation

Social

Preferred Channels

Newspaper

Online & Social Media

Referral