

APRIL JOHNSON

AGE 8

OCCUPATION Child

STATUS Dependent

LOCATION Orlando, FL

TIER Eager

ARCHETYPE Inquisitive

Ambitious

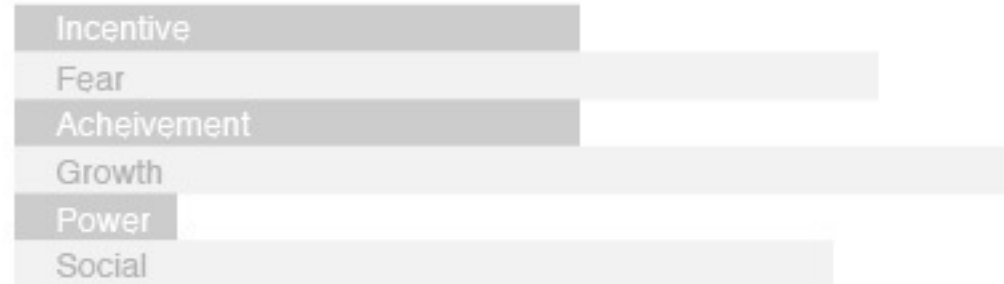
Admired

Focused



"I like to play games and read about interesting things on the internet and use it to do my homework."

MOTIVATIONS



GOALS

- To learn as much as possible
- To become proficient with computers
- To get good grades in school

FRUSTRATIONS

- Parental blocks
- Difficulty with navigation
- Susceptible to downloading viruses

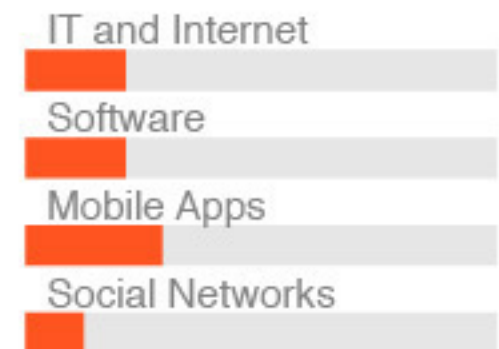
BIO

April is an 8-year-old living in Orlando, Florida. She loves to learn new things and she loves to play video games. She is in primary school and learning to use the computer to view supplemental learning materials online and do research for homework assignments. Her parents are naturally concerned for her when she is online so they installed parental blocks and supervise her when she goes online.

PERSONALITY



TECHNOLOGY



Audi

Coca-Cola

SONY

PreSonus