

Amilia Aveedo

age: 27

residence: Capitol Hill, Seattle

education: BA Management

occupation: Real Estate Agent

marital status: Single with Long Term Boyfriend



"Let's get up and get going"

Amilia lives a busy life. She generally finds herself running out of the house in the morning with a coffee in one hand and a bagel in the other. She's self motivated and is trying to make a name for herself amongst the real estate business.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Amilia likes the finer things in life. To feel successful she needs to feel like she is truly experiencing something exquisite in all respects.

Needs

- Amilia needs for her high quality food pallet to not get in the way of her busy work schedule.

Values

- High quality food,
- Having everything she needs at her finger tips

Wants

- To be able to purchase high quality trail mix, that she can eat on the go, when she is between client meetings.

Fears

- Amilia fears that she will miss a meeting,
- She also suffers from blood sugar issues, and does not want that to get in the way of her success.