



JOHN SIMPSON
60, DELTA, BC

REGULAR USER

COMMANDER, RN(retd.)

- STATUS MARRIED
- TIER MID-LEVEL
- SALARY \$50K
- ARCHETYPE EASYGOING

LIKE: FAST INTERNET
DISLIKE: BAD CONNECTION

LIKE: AFFECTIVE
DISLIKE: IMPOLITENESS

LIKE: WATCHING AN AMAZING TRAILER
DISLIKE: WATCHING FOR RELEASE DATE

LIKE: GAINING WEIGHT
DISLIKE: BAD EATING HABITS

HARDWARE

- GALAXY S10
- TABLET
- NOTEBOOK
- IPOD

TECH

- GOOGLE NEST
- SATTVA
- CORTANA
- YOUTUBE

“

“Only a life lived for others is a life worthwhile.”

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BIO

John Simpson is a retired Commander in Police. He is living happily with his wife in Delta. He is very concern for his health, so everyday he meditates and go for running to stay fit.

While working in Police, he used to meet with lots of people of different country, so now he is very frequent in four languages he knows which are English, Chinese, Punjabi and Portuguese. Thus during his job, he gave the test in all those languages to get certified in them.

His main aim is to help people and make them learn the languages who face difficulty while interacting with someone in their real life.



PERSONALITY

- Helpful
- Positive
- Optimistic
- Organized



MOTIVATIONS

- FRIENDLY UX



- LOVE & CONNECTION



- LEARNING



- CURIOSITY



FREQUENTLY USED BRANDS



GOALS

- To help the people as much as he can.
- Finding an app that could make people's life more practical and easier by simple searching the tutor and book him/her online.
- To make people aware of more that their own native languages.



FRUSTRATIONS

- When people can't explain themselves due to language barrier.
- Slow Internet connections in emergency.
- Expert in only four languages