

# The Grandma Type

## Background:

- Self-employed property owner
- Bachelor's Degree in Business, MBA
- Widow, two grown sons and a daughter

## Demographics:

- Female, 72 years old
- Fixed retirement income
- Lives in thriving Soulard district of St. Louis

## Identifiers:

- Entrepreneurial spirit
- Green thumb

## Goal:

- Create user profile



# The Mom Type

## Background:

- CPA
- Works at a large accounting firm
- Married

## Demographics:

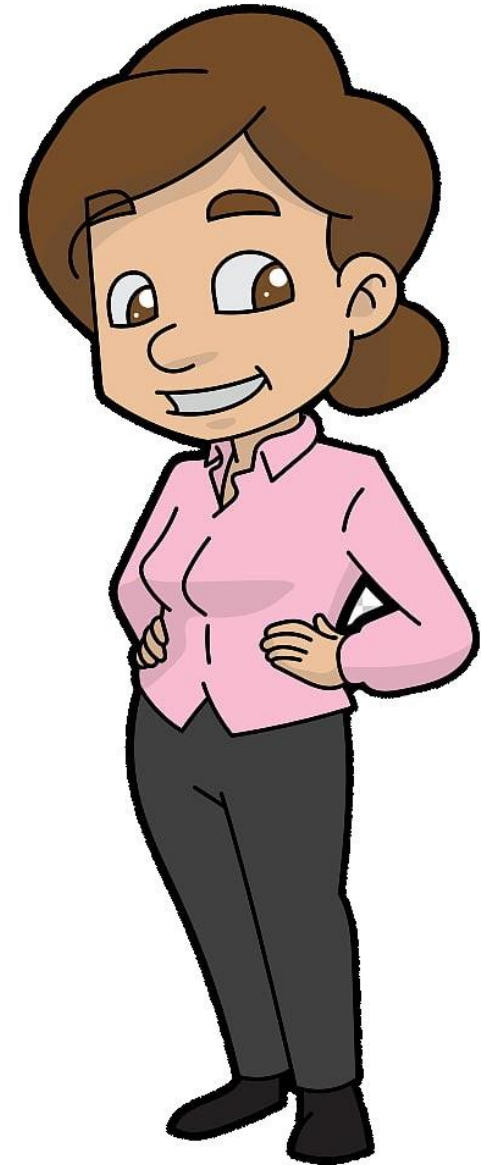
- Female, 47 years old
- Dual income of \$173,000

## Identifiers:

- Quotes movie lines almost constantly
- Great sense of humor

## Goal:

- Draw a name, print the wish list and mark an item as purchased





# The Brother Type

## Background:

- Bachelor's Degree in Health Science, working on Master's Degree in Medical Research
- Works as a waiter

## Demographics:

- Male, 25 years old
- Single income of \$22,000
- Lives in an apartment near the college

## Identifiers:

- Highly intelligent
- Volunteers for numerous charities

## Goal:

- Update wish list for both work and family events