**Persona Jack**

Name: Jack

Age: 74

Biography

Jack is the Father of Bridget, a mother of 4 children. Bridget divorced recently and she’s going to a hard time. Jack feels sad ever since. However, the upside of this story is that Jack sees his grandchildren more than ever before. Although all 4 of them can be quite heavy, he loves to see them everyday he takes care of them. What Jack loves the most is when his grandchildren play or teach him to use his ‘miracle device’ as he has been calling his phone since he received it as his Christmas present. With his new Iphone he can finally browse the internet, where everybody around him has been talking about for years. He loved the new technology right away, just like his grandchildren.

Attitudinal details

Pain points:

The situation of Bridget and the death of his wife are things Jack does not like to talk about.

Jack does feel lonely when his grandchildren are gone.

Feelings:

Jack has a warm heart for his relatives. He is an introvert person. He is emotionally stable and does not require a manual. Either he is happy when he sees his grandchildren or he feels lonely when he is alone in his apartment.

Goals and motivations

Goal: Be the cool grandpa and make his grandchildren happy with responsible clothing

Motivations: Love to see his grandchildren smile and to be loved by his grandchildren.

Behavioral details

Jack will feel Happy when his grandchildren come to him when their shirts turn red or when they talk about there shirts with friends. Bridget loves the clothing as well since it looks good on them and it saves her work.

**Jack’s Story**

As a environmental friendly person I everyone to wear climate neutral clothes so I can save the planet.

As father of a mother of children I want my daughter to be able to relax during summer so I like it when adamaoki takes over her task.

When the sun shines I want my grandchildren to wear adamaoki, so I can peacefully enjoy my summer day without the hassle of watching my children all day because of the sun burning their skins.

As a grandpa I want to see my grandchildren happy and cool so I will be happy as well.