**Demographic Details**

Name: Jack

Age: 74

Occupation: retired US military pilot.

**Personal Details**

Jack is the Father of Bridget, a mother of 4 children. Jack is the happy grandpa of 5 children and likes playing with them and gifting them. Jack received a smart phone from his children last Christmas and he is now discovering technology and internet. He likes browsing websites for products and actively participates in discussions.

**Attitudinal details**

Mental model: Jack is a very caring grandfather and wants his children to have the best facilities. As a retired army man, he has a lot of free time and he likes contributing to discussions and discover new products.

Pain points: From his 6-month deployment in Afghanistan, he knows a lot about the dangers of the sun. As a resident of California, Jack likes to be playful with his grandchildren but at the same time, he is afraid they will catch a sunstroke.

Feelings: He wants his grandchildren to stand out from the rest. He wants an easy, durable and reliable solution to them getting sunburnt.

**Goals and motivations**

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

Motivation: Love to see his grandchildren happy and safe.

**Behavioral details**

Jack was jubilated to see the reaction of his grandchildren when he gifted them a pair of Adam&Aoki. He bought one for himself to join the squad for adventures and wild play under the sun. He takes immense pride in describing the product to his fellow grandparents and recommends it to them.