**Wayne Arthmire**

62, Male

5’10”, 240 lbs.

**Occupation:**

Recently retired, former construction manager

**Family:**

Wife, Debbie, of 38 years

2 grown & married children, 2 grandchildren

1 dog, golden retriever

**Daily Activities**

* Read newspaper
* Run errands
* Babysit grandkids
* Explore his recently rediscovered love of cooking & grilling

**Motivations**

* Would like to stay on his feet for as long as possible to keep up with grandchildren
* Now that’s he’s retired, he can finally travel like he has always wanted to
* “All the cool kids are using these iPhone thingies”

**Frustrations & pain points**

* Difficult to read small phone screen
* Most apps have difficult progressions, so predisposition away from smartphone tech
* Knee recovery taking longer than expected
* Body is deteriorating quicker than expected from years of hard construction work