



**Name:**  
Gender:  
Age:  
Location:  
Marital Status:  
Income/work:

### BIO

### REFERENCES & INFLUENCES

### PERSONALITY

Extrovert	Introvert
Sensing	Intuitive
Thinking	Feeling
Judging	Observing

### GOALS

### FRUSTRATIONS

### TECHNOLOGY

Internet  
Software  
Mobile  
Social media

### MOTIVATIONS

Price  
Comfort  
Convenience  
Speed  
Preferances/Choice  
Speed/Rewards