

# Maria

Housewife/Cashier

## ABOUT

Age: 54  
Income: \$29,000  
Status: Married  
Location: Rancho Cucamonga

Maria and her husband come to Riverside for the Light Festival & go to Indio for the County Fair. She would love to move to Riverside once her husband retires. She works part time at Ralphs and her youngest child just left home for college. She likes to hike with her dogs and is a good baker.

## NEEDS

- A good Veterinarian
- Kitchen remodeled and appliances upgraded
- More cultural activities nearby
- Outdoor parks that are dog friendly
- A good social gathering weekly

## FRUSTRATIONS

- Dogs need frequent visits to Veterinarian due to their advanced years
- Husband works long hours and she misses his company
- Would like to go out to dinner more often
- Children are on social media, but she finds that communication awkward

## PERSONALITY

Extrovert ●	Introvert
Sensing ●	Intuition
Thinking ●	Feeling ●
Judging ●	Perceiving

## TECHNOLOGY

Internet	● ● ● ● ● ● ● ● ● ●
Software	● ● ● ● ● ● ● ● ● ●
Mobile Apps	● ● ● ● ● ● ● ● ● ●
Social Media	● ● ● ● ● ● ● ● ● ●

