

Nancy

Registered Nurse

ABOUT

Age: 63
Income: \$85,000
Status: Married
Location: Mission Grove

Nancy recently relocated with her husband to Riverside County from St Louis. They love the great weather and enjoy evenings out on the town. They are both avid tennis and golf players. Her grandchildren visit from St Louis and stay with her during the holidays. They are looking to retire in a few years and plan to travel.

NEEDS

- Convenient shopping and places to eat
- Enjoys theater and movies
- Likes walks in parks
- Plays golf and tennis with her husband

FRUSTRATIONS

- Long, stressful hours at work
- Heavy traffic
- Not very tech savvy
- Would like to see grandchildren more often

PERSONALITY

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

TECHNOLOGY

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

