



**BARRY BERNARD**  
**76**

*"I just want to do things quickly  
and efficiently"*

## BIO

Former athlete, current retiree. Loved swimming, cycling, running, etc., but is too old to continue. Currently interested in painting and cooking.

## GOALS:

- Learn and fully understand a new and useful website
- Selling his old athletic equipment
- Earn some extra money

## FRUSTRATIONS

- Cant navigate website
- Doesn't know where to start
- Overwhelmed with website
- Website is too confusing

## PERSONALITY

Extrovert



Patient



Tech-Savy

