

# PERSONA: Dan



***My daughter means everthing to me and it breaks my heart to see what she's going through. It makes me want to be a better, stronger Dad.***

## MOTIVATIONS

- To help his daughter get through this tough time
- To be a better dad
- To support his wife

## GOALS

- To learn how to handle eveything better, more productively to ease her worry
- To not be stressed and stay mentally strong
- Get the help he needs to figure out what to say or do
- Get answers and hopefully prevent things from falling apart or getting worse

## FEARS

- Doesn't like being in hospitals
- She's never going to fully recover and will never live a normal childhood
- He's failing as a Dad and useless
- He's doesn't know what to do or how to help
- He needs help and doesn't feel comfortable asking

NOT RELIGIOUS

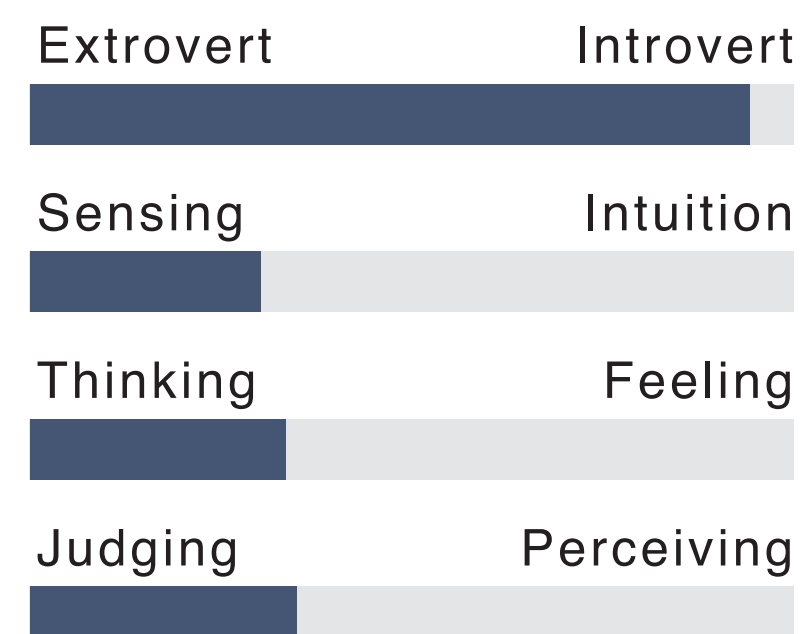
METHODICAL

QUIET

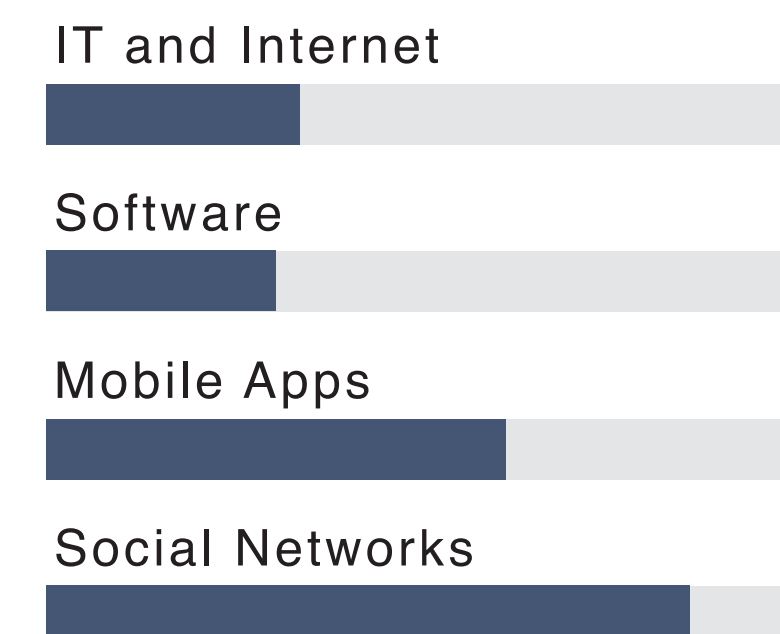
## PERSONAL BIO

Dan works in construction and does general contracting. He's great with tools but when it comes to people he's not as confident. He loves his family and is a good Dad. When it comes to serious issues, he is at a loss and doesn't know where to begin, what to do or how to handle everything. He tries and is afraid of making mistakes. He leans on his wife to do it.

## PERSONALITY



## TECH KNOWLEDGE



## BRAND AFFILIATIONS



PlayStation®

|            |            |
|------------|------------|
| AGE        | 35         |
| OCCUPATION | Contractor |
| STATUS     | Married    |
| LOCATION   | CA         |
| GENDER     | Male       |
| ARCHETYPE  | Reliant    |