



Emma

Student / PT. Retail

ABOUT

Age: 22

HHI: \$20k

Location: Rents apartment near campus

LIFESTYLE

- Tech-savvy, spends a lot of time on social media
- Enjoys nightlife, concerts, and outdoor activities & documents them on TikTok
- Regularly attends university events and social gatherings
- Prioritizes personal development while maintaining a busy schedule

NEEDS

- Career Guidance: Seeking direction post-college
- Social Connection: Balances academics with friendships and nightlife
- Affordable Living: Price-sensitive, prioritizes budget-friendly choices
- Emotional Support: Navigating student stress and adult responsibilities

VALUES

- Education-focused: Views college as a stepping stone to a career
- Strong belief in environmental consciousness and sustainability
- Experience-driven: Prioritizes meaningful experiences over material goods
- Values connection through friendship and social networks

PAIN POINTS

- Financial Strain: Balancing school and part-time work
- Uncertainty About Future: Career concerns and post-graduation plans
- Work-Life Balance: Struggles with managing studies, social life, and part-time work

PREFERRED COMMS

- Text Messages, Instagram, TikTok
- Influencer Content and peer recommendations
- Engages with short, visual content—minimal text

LIFE LOOKS
OVERWHELMING

WANTS CHOICES
TO REFLECT
VALUE

WANTS TO BE
SUCCESSFUL



George

Retired Founder of Non-Profit

ABOUT

Age: 70

HHI: \$50k

Family: Married, 3 kids, 4 grandkids

Location: Owns a home in Hillside

LIFESTYLE

- **Family-Oriented:** spends time with his spouse and extended family, organizing regular family gatherings and staying closely involved.
- **Health-Conscious:** He prioritizes staying physically active, with daily walks and light exercise routines to maintain his health.
- **Slow-Paced Living:** He values a relaxed lifestyle, focusing on hobbies like reading, spending time with grandkids and mentoring young professionals, while also enjoying the simple pleasures of life.

NEEDS

- Access to resources that support active aging, including wellness programs.
- Family-friendly activities and events that allow him to spend quality time with his children and grandchildren.
- Reliable, budget-friendly services that cater to seniors, such as healthcare or home services.

VALUES

- **Family Connections:** He values family above all, regularly prioritizing family events, gatherings, and shared experiences.
- **Community Involvement:** Though retired, George enjoys staying connected with his community and believes in giving back through local events or cultural engagement.
- **Pouring into the next generation** through leadership.

PAIN POINTS

- **Limited mobility** can occasionally restrict George's participation in certain activities, making accessibility important.
- **Budget constraints** require him to be mindful of spending on hobbies or healthcare.
- **Staying updated** on local and cultural events is sometimes a challenge, as information can be fragmented or hard to find.

PREFERRED COMMS

- **Phone or In-Person Communication:** He values personal interactions, whether from community members or service providers, and prefers direct conversations.
- **Family Recommendations:** Family members often play a role in recommending activities or services, making word-of-mouth an important factor in his decisions.

CARES DEEPLY
ABOUT THE THE
FUTURE

FAMILY
INVOLVEMENT

WANTS TO
REMAIN
RELEVANT



Jake

Military | Fort Carson

ABOUT

Age: 30

HHI: \$60k

Family: Married but no kids yet

Location: Rents a home in Falcon

LIFESTYLE

- Fitness and wellness focused
- Outdoor enthusiast, enjoys hiking and staying active
- Participates in local military community events
- Enjoys weekend road trips and exploring nearby national parks
- Engages in team sports and group fitness classes with his peers on base

NEEDS

- Maintaining a healthy work-life balance between military duties and personal life.
- Access to outdoor activities to relieve stress and stay fit.
- Meaningful connections with other military families and veterans.

VALUES

- Discipline, structure, and maintaining physical and mental well-being.
- Community involvement, particularly within the military.
- Honesty and reliability in relationships and decision-making.

PAIN POINTS

- Stress from the demands of military life and potential deployment.
- Difficulty finding time to relax and unwind amidst a demanding schedule.
- Navigating career transitions or planning for post-military life.
- Not having close family nearby.

PREFERRED COMMS

- Direct and clear communication through email and military channels.
- Engages with local community groups on social media (Facebook, Meetup) for events.
- Prefers instructional, actionable content (blogs, videos) for solving problems.

STRUCTURE &
ROUTINE ARE KEY

HEALTH & FITNESS
DRIVES SCHEDULE

MISSES CLOSE
FAMILY FOR HELP



Michael & Emily Johnson

Engineer / Teacher

ABOUT

Age: 34 / 32

HHI: \$85k

Children: Sophia (5) & Lucas (8)

Location: Owns 3 bed home north of COS

LIFESTYLE

- Spends weekends hiking and biking as a family
- Active in the local PTA and community events
- Emphasize healthy eating and fitness
- Prioritizes a balanced lifestyle with regular exercise and outdoor activities
- Building strong relationships with other families through play-dates, group outings, and church groups

NEEDS

- Mentoring relationships in place of close family
- Belonging and acceptance
- Being challenged by trusted friends
- Success in family and career

VALUES

- Education is a top priority, with involvement in school activities and tutoring
- Participate in community service and local events
- Balance work and family life, ensuring quality time with children
- Engaging in activities that promote togetherness, such as family game nights, outdoor adventures, and dinner around the table

PAIN POINTS

- Time management
- No support systems for family
- Being hurt again
- Fear of the future for the kids

PREFERRED COMMS

- Email, Social Media (Facebook, Instagram)
- Community Newsletters & Word of Mouth
- Clear, concise messages with time-sensitive notifications

KIDS SPORTS DRIVE
SCHEDULES

NEEDS CLOSE &
TRUSTED FRIENDS

WORRIES ABOUT
THE FUTURE

Linda

Retired Administrator

ABOUT

Age: 60

HHI: \$70k

Family: Married, only child in college

Location: Downsized reno in downtown

LIFESTYLE

- **Community Involvement:** Actively volunteers at local events, enjoys giving back to the community, and engages in local environmental initiatives.
- **Cultural Enthusiast:** She enjoys visiting art galleries, attending cultural events, and staying engaged with creative expression.
- **Eco-Friendly Shopper:** Prioritizes sustainable products and prefers shopping locally, supporting businesses that share her environmental values.

NEEDS

- Opportunities for community engagement and meaningful volunteer work.
- Affordable, health-conscious travel options that align with her active lifestyle.
- Reliable information on local arts, culture, and environmental initiatives.

VALUES

- **Environmental Consciousness:** dedicated to reducing her environmental footprint by supporting green businesses and sustainable practices.
- **Health and Wellness**
- **Community and Connection:** She values connecting with others, particularly through volunteer work and participating in local events that make a difference.

PAIN POINTS

- As a retiree on a fixed income, she needs to balance her budget with her desire for eco-friendly, high-quality goods.
- Sometimes finds it challenging to discover local cultural events or environmental initiatives in time to participate.
- Is worried about her career bound kid making good choices

PREFERRED COMMS

- Active on Facebook and involved in many arts and local events groups.
- **Word of Mouth and In-Person Recommendations:** She values personal recommendations from her community or from store owners she trusts.



CARES DEEPLY
ABOUT THE
ENVIRONMENT

WANTS TO
MENTOR

FIXED INCOME
BUT STILL WANTS
SPONTANEITY



Mark

Construction Foreman

ABOUT

Age: 50

HHI: \$75k

Family: Divorced father of 2

Location: Rents in the East side

LIFESTYLE

- Enjoys camping and fishing, using these activities as a way to bond with family and friends.
- Focuses on spending quality time with his children, looking for affordable family activities in the community.
- His job in construction keeps him physically active, and he prefers practical, no-frills products that fit his needs.
- Supports local sports and takes part in outdoor activities like hiking, making use of Colorado's natural landscapes.

NEEDS

- Work-life balance solutions that allow him to spend time with his family.
- Affordable family activities and resources for single parents.
- Support systems or groups that help him manage the challenges of being a single dad.

VALUES

- Community Engagement
- Health-Conscious Living: Although his work keeps him fit, he's mindful of staying healthy for the sake of his family.
- Stability: Financial and emotional stability are key for Mark, as he navigates both parenting and work responsibilities.

PAIN POINTS

- Juggling work and single-parent duties can leave Mark feeling stretched thin.
- He is price-sensitive and needs cost-effective solutions for family activities, groceries, and household items.
- Finding time for personal leisure, like fishing or camping, can be difficult due to work and parenting commitments.

PREFERRED COMMS

- In-Person Interaction: Mark prefers in-person shopping where he can see and evaluate products firsthand
- Direct, Simple Messaging: straightforward, no-nonsense communication
- Local Community Newsletters

AFFORDABILITY AND
VALUE ARE KEY

HIS KIDS COME
FIRST

NEEDS SUPPORT -
DOES NOT WANT
A HAND-OUT



Sarah

Doctor

ABOUT

Age: 40

HHI: \$90k

Family: Married with Children

Location: Owns a home on the West side

LIFESTYLE

- **Family-focused:** Sarah prioritizes family time, organizing activities and trips to create lasting memories.
- **Travel enthusiast:** Sarah enjoys planning vacations that combine relaxation with learning experiences for her kids.
- **Professional work-life balance:** She carefully manages her career responsibilities while maintaining a balanced home life.

NEEDS

- **Reliable childcare and family services** that support her busy professional life.
- **Opportunities to engage in health and wellness activities** as a family.
- **Access to educational opportunities** for her children, especially programs that align with her value of academic success.
- **A strong sense of community** to feel connected outside of work.

VALUES

- **Education:** Sarah deeply values learning, both for herself and her children, and seeks programs and services that promote growth.
- **Family:** Family is at the core of her decision-making, and she prioritizes their emotional and physical health.
- **Career Excellence:** She believes in achieving success in her profession and inspires her children to follow their ambitions.

PAIN POINTS

- **Time Management:** Balancing work, family, and personal needs can sometimes feel overwhelming, leaving little time for herself.
- **Childcare Options:** Finding reliable and high-quality care for her children during work hours can be challenging.
- **Professional Pressure:** The demands of her job can lead to stress and guilt about spending less time with her family.

PREFERRED COMMS

- **Email:** Direct, professional communication for staying organized and informed.
- **Social Media:** Engages with on-line groups and communities to stay connected to family-related content.
- **In-person:** Prefers face-to-face interactions for meaningful conversations and trust-building, especially in her personal life.

WORK SCHEDULE IS DEMANDING

VALUES EDUCATIONAL OPPORTUNITIES

PUTS KIDS FIRST & LOOKS FOR EXPERIENCES