



Escola Secundária do Cartaxo

Personas

Turma: 12°F



## Fábio Pires

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**Age:** 22 years old.

**Marital Status:** Single, no children, would like to finish school before starting a family.

**Gender:** Male.

**Place of Residence:** Cartaxo

**Housing Situation:** Homeless


**Profession:** Student

**Beliefs:** “No pain no gain”, “money doesn’t bring you happiness”

**Expectations:** If football doesn’t work out, I’ll probably go work with my father and help him paint houses.

**Interests:** Football, painting, travelling, music.

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## Fábio Pires (Continuação)

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**Travel habits:** travels only once every two years.

**Generation:** Z

**Sinus-Milieu:** Precarious

**Properties according to limbic-maps:** Stimulant type

**Consumer Behavior:** Bad at saving money, constantly spending money going out at night buying drinks.

**End devices:** I do everything in my iPhone.

**Information Retrieval:** YouTube, magazines, podcasts and Twitter.





## Manuel Almeida

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**Age: 27 years old**

**Marital status: married, with children, would like to have a permanent job in accounting**

**Gender: Male**

**Place of residence: Lisbon**

**Housing situation: own house**

**Education/Profession: Accountant**

**Industrial sector: accounting**

**Position in the company: boss**


**Potential employers / departments: accounting department**

**Beliefs: A healthy mind lives in a healthy body, Knowledge is power,**

**Nothing is impossible if you just**

**wants; Live every day as if it were your last**

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## Manuel Almeida

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**Interests:** fitness, travel, reading, fashion, health, graphics, art

**Travel habits:** Trips 2-3 times a year

**Generation:** Z

**Depth of information:** I would like detailed information and knowledge about graphics and art, health, sports and fitness, quick and uncomplicated tips.

**End devices:** She prefers to use her brand of Apple I-Phone smartphone to surf the web. Works from your Mac.

**Information retrieval:** fitness and nutrition, Google, Youtube, Facebook.





## Robert Pattinson

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**Age: 27 years old**

**Civil status: single, no children.**

**I would like to have a safe job before starting a family**

**Gender: male**

**Place of residence: Portugal**

**Housing situation: Rental Education/**

**Profession: Professional Management Course.**

**Beliefs: "A healthy mind lives in a healthy body", "Knowledge is power", "Nothing is impossible if you just want it", Live every day as if it were your last".**

**Expectations: To be an entrepreneur of a great company.**

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## Robert Pattinson (Continuação)

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**Interests: Gym, travel, health**

**Travel habits: On vacation.**

**Generation: X / Y**

**Behavior: Dedicated and responsible worker.**

**Depth of information: Wishes detailed information and knowledge in the area of Management.**

**End devices: You prefer to use your Apple I-Phone smartphone brand to surf the web.**





# Mariana Gonçalves

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**Age:** 18 years old.

**Marital Status:** Single

**Gender:** Female

**Place of Residence:** France

**Housing Situation:** Homeless

**Profession:** Student

**Beliefs:** Better alone than in bad company

**Expectations:** Finish school and start working

**Interests:** Fashion and Magazines



## Mariana Gonçalves

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Travel habits: travel only once every two years.

Generation: Z

Sinus-Milieu: Precarious

Properties according to limbic-maps: Stimulant type

Consumer Behavior: Spends a lot of money with your friends

Information Retrieval: YouTube and Twitter.





## Bernardo Menezes

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Age: 27 years old.

Marital Status: Married, Two children

Gender: Male

Place of Residence: Germany

Housing Situation: Homeless


Profession: Actor

Beliefs: It's just water under the bridge.

Expectations: If tv shows doesn't work out, I'll probably go work with your wife on design.

Interests: Football, Tv shows, travelling, family.

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## Bernardo Menezes

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Travel habits: travel only once every three years.

Generation: Z

Sinus-Milieu: Precarious

Properties according to limbic-maps: Stimulant type

Consumer Behavior: Spends a lot of money on travel

Information Retrieval: YouTube, magazines, podcasts and Twitter.

