Stefan VATER

Stuttgart, Germany

Devoted family man

Age: 63

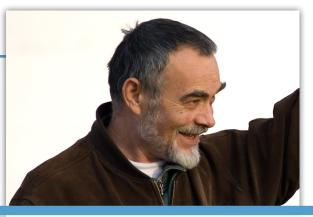








Limitations:



Limitations/Difficulties in

none

About & Family:

Stefan is still working as a product manager and earning well. He is a busy man, but enjoys his time with his wife and children. He is married and has two children, who attend university in the same city. His children live in separate apartments but they come for dinners on weekends and keep in touch daily, since they have a close relationship and often need help from him or their mother.

Health

Stefan is healthy and without limitations. He has no diseases other than high blood pressure. He uses drugs to keep it under control. Stefan likes eating well and spends most of his time during the week in his office. He is a bit overweight and trying to bring himself back into shape. He needs glasses to read, which he does not like, since that reminds him of his age.

Diseases

Symptoms none

Social

Stefan likes being in charge and having control of the ongoing situations. He likes living on a schedule and having a pre-arranged routine. He does not like surprises that spoil his plans. He is active in a social organization for the education of younger generations. He gives speeches about management and shares his experience and know-how with younger generations. He has a lot of friends and an active social life. He is also a religious person and goes to church together with his wife every Sunday.

Psychographics

active,
disciplined,
hopeful,
optimistic,
religious,
likes being in control

Drugs

yes
Hearing
good
Eyesight
glasses
Educational level
high
Risks
overweight

Technology Usage

Stefan knows his way around the web. He is interested in new technologies. He uses the internet to keep in touch with distant friends and shares photos of nights out and of his dogs, but still prefers face-to-face contact whenever possible. He is reasonably comfortable with gaining information from government websites through work-related browsing and is also comfortable with internet banking applications. He received a smart-phone as a gift on his birthday this year and is keen on using it access internet as well.

General attitude towards technology

positive

Devices in use

TV

computer with internet connection mobile phone

http://elderlypersonas.cure.at © 2011 CURE-Elderly-Personas

The CURE-Elderly-Personas are fictitious persons synthetically generated from average traits mixed across countries. Photos are taken from an external database. CURE-Elderly-Personas materials and documents do not represent private data from a single person. Information included in CURE-Elderly-Personas materials and documents do not infringe any privacy and data security rights.