

User Profile

Gen X: Roberto and Sasha



Demographics

Age: 30-36

Education: Master's Degree

Profession: Creative Services

Job: Architect

Salary: \$130K (combined)

Savings/Retirement: 150K

Status: married with one child (1 yr old)

Home: owns home with mortgage

Roberto and his wife Sasha met when they worked in San Francisco during the dot com boom. They enjoy going out to eat with their friends, escaping to the mountains to snowboard on the weekends, or to the beach to surf year round. They just bought a condo on in Mountain View as the school district is really good and it is easy to do most anything within a 10 mile radius. Sasha just left her job as a tech writer and will be freelance writing from home . Their favorite places to shop for their new home are Sur La Table, Room & Board, and small boutiques in the area. Roberto's travels for work often provide him with interesting art objects for the home.

Key Behaviors

Mobility: Right now they use both their bikes and their cars about equally. Roberto drives to work in Palo Alto but would love to ride his bike to work when the weather is nice. Sometimes he has too much paperwork to carry on his bike. Sasha rides her bike to the grocery store as it keeps her in good shape. She tries to go out at least once a day on her bike, just to get out of the house.

Transport of goods: groceries, laptop, picnic items.

Security: They live in a safe neighborhood and have a garage to store their bikes in. They always lock their bikes when they go out, but find it hard to secure their goods on the bikes.

Safety: They feel pretty safe on their bikes, safer than in SF! There are wide roads and even some bike lanes.

Bike: They both have road bikes they bought when they were living in SF. Roberto also has a MB that he used to ride with his buddies. Those days are over as the baby comes along. They'll need new bikes now the child is getting old enough to be on onew as they don't want to stop riding.

Characteristics: Roberto is quiet and pensive and always running around trying to make sure that Sasha is comfortable. Sasha is more laid back, but her sense of humor is infectious. They both laugh a lot, together and with friends. They are both focused on building a warm home for their new family. They love to cook healthy food together.