

Jesse Pinkman

age: 20

residence: New Mexico, Albuquerque.

education: High School

occupation: Manufacturer and Distributor

marital status: Single



"Are we in the meth business, or the money business?"

Wake up and go to work in my underground manufacturing lab with my coworker Walter White.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Have enough money to leave Albuquerque.

Needs

- Housing
- Money
- Approval from boss

Wants

- A Nice car
- A big speaker

Values

- Good under pressure
- Follows requests from boss well

Fears

- Losing loved ones
- Getting Fired
- Not having money

