

# Wayne Johnson by Brian White

age: 65

residence: Smyrna, SC

education: Dropped out of middle school

occupation: Retired Farmer

marital status: Married (unhappily)

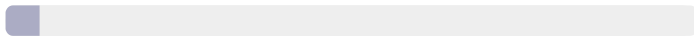


*"Get off my lawn"*

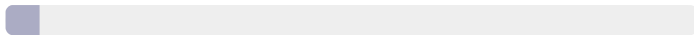
Wayne has just received his first cell phone from his grandson, and is trying to learn how to use it. He typically spends his day in his quiet town of Smyrna, South Carolina (population: 27).

## Comfort With Technology

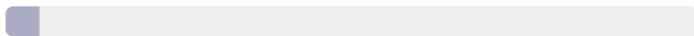
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- User friendly UI
- Meet new people to travel with

## Values

- Tradition
- Honest work

## Criteria For Success:

Wayne wants to be able to figure out everything himself, because he needs help from no one.

## Wants

- Ability to connect with like-minded people
- Travel on a budget

## Fears

- Commitment
- Being told no or that he is wrong