

# Big Jeff

age: 30

residence: TN

education: Tech-school graduate

occupation: Construction worker

marital status: Married

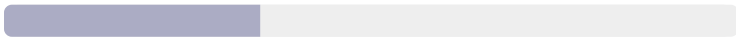


*"Duty is the essence of manhood"*

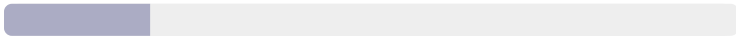
Jeff has a long and laborious day at work and comes home to watch football and on the weekends hangs out with his friends.

## Comfort With Technology

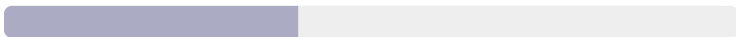
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

As long as he's providing for people around him Jeff is happy.

## Needs

- All Jeff needs is a roof over his head, clothes on his back and food on his table.

## Values

- Jeff just wants a big ol happy family that he can take care of.

## Wants

- A happy cook-out with his friends and family.

## Fears

- Jeff's greatest fear is getting laid-off or fired and not being able to provide for himself and others.