

Jake gizzard

age: 22

residence: Newport News, Virginia

education: GED

occupation: Walmart bagger

marital status: single without kids



Tell me what to do and i'll do it!

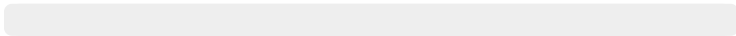
Jake knows that he dresses like a mess. He is motivated to make himself look good for others to give him acceptance.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Jake is a job drifter who hasn't found his role in the real world yet. He doesn't have time to organize his stuff and doesn't care too. He needs technology to keep him updated and to make decisions for him.

Needs

- Jake needs attention from those he dislikes
- Jake needs technology to keep him in check
- Jake needs more fashion statements

Values

- Fashion
- Attention
- Simplicity
- Comfort

Wants

- Wants to attract the ladies and his enemies that he has made for odd reasons.

Fears

- Fears that he will not look good in front of other people
- Fears a lack of direction