

Art Vandelay, by Josh Dietrich

age: 31

residence: New York City, New York

education: M.B.A

occupation: Latex Salesman

marital status: Single



"It's not a lie if you believe it!"

Art is a frequent customer of a local deli where he meets and talks with his group of friends. You can find him there before he goes to work as a latex salesman.

Comfort With Technology

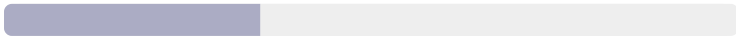
INTERNET



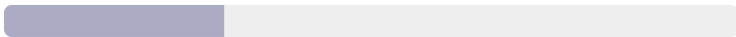
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A good work environment
- A consistent routine
-

Values

- Empathetic
- Independent
- Motivated

Criteria For Success:

Consistent fruits of his labor. Meaningful rewards to show constant progress.

Wants

- Opportunities for growth
- To start a family
- A sweet Cadillac

Fears

- Rejection from his friends and work
- Missed opportunities