

# Bob

age: 45

residence: South Carolina

education: Graduated High School

occupation: Construction Manager

marital status: Single

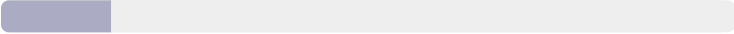


*"Get 'er done"*

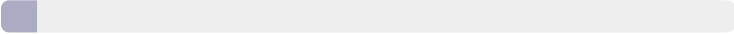
He likes to hang out with his work friends on the weekends and grab a few drinks.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Budgeting efficiently

## Needs

- Support from friends
- Social contact

## Values

- Likes saving money

## Wants

- Relaxing in his time off
- Having a successful social life.

## Fears

- Being broke
- Dying alone
- The endless abyss of death