

Bob Ross By: Esam Sartawi

age: 25

residence: Columbia, South Carolina

education: Bachelors in Business

occupation: Entrepreneur

marital status: Single



"Customers and business can become too hard to manage alone"

Bob spends his days at home on his phone and on social media looking for clients to sell items to. He also regularly checks the stock market. He hopes one day that he will be able to become a successful business man without the help that many other people receive.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A detailed Schedule that he can view at anytime of the day
- More income in order to sustain his high-spending life

Values

- Can use social media well to find clients
- Knows the Stock Market very well

Criteria For Success:

Bob needs software that can alter his life by managing his schedule to see when he has time. Currently Bob is struggling since he misses most of his appointments and cannot book those clients again.

Wants

- A manageable schedule
- To have free time to clear his mind and achieve

Fears

- He won't be able to become a successful businessman
- Fears having too much money

