

Dick Mullen

age: 35-40

residence: California

education: Bachelors

occupation: Electrician

marital status: Single



"I like working fast, so I can stop working"

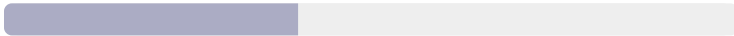
A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Successful Organization in a fast manner

Needs

- These should be required
- This might be Spanish localized content
- Support from higher ups

Values

- Qualities that he or she values
- High level planning is an example

Wants

- Wants are something that is not required but delights
- This might be the holy grail feature
- It delights him or her with its simplicity or completeness

Fears

- Fears are the things that keep him or her up at night
- This might be something like failure
- But might also have to do with real fear