

# Tony Star

age: 26

residence: NY

education: Masters

occupation: Business Owner

marital status: Married



*"I like to like in New York"*

With so many responsibilities Tony tends to be stretched thin, this seems to contribute to how much he respects hard work.

## Comfort With Technology

INTERNET



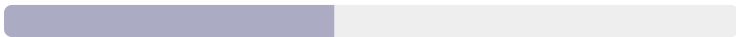
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

When efficiency and quality of work reach a level of high consistency.

## Needs

- Improved scheduling
- Complete projects in the target time

## Wants

- Evaluate what the best time management plan would be
- Become more organized

## Values

- Precision planning
- Communication
- Quality

## Fears

- The result or solution making the situation worse
- Making employee lives harder