

# Bruce Wayne

age: 48

residence: Gotham

education: He knows everything

occupation: Owner of Wayne Enterprises

marital status: Playboy



*"I lost my parents"*

He wakes up to exercise than fight crime while checking on his business from time to time.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Have his business be secure.
- All his employees are safe while working at his business.
- Know all the locations of criminals.
- Therapy.

## Values

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

## Criteria For Success:

For all of Gotham to be rid of villains and lead normal lives and have regular jobs.

## Wants

- For all of Gotham to be rid of crime.
- The world to be safe.
- To not be labeled a playboy.
- His business to have files and data of all the employees working at his business.

## Fears

- His parents coming back to life.
- His loved ones dying.
- His company is being infiltrated.
- Villains knowing where the Batcave is.

# Caucasian Male

age: 19

residence: Bates House

education: Undergraduate

occupation: part-time job at Bojangles

marital status: Single with several short term relationships

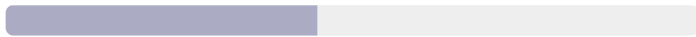


*I'm single, but only on paper*

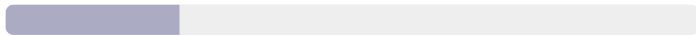
Every day, Caucasian Male wakes up with money on his mind. He is constantly on the go, whether it be work or school he keeps his hands full. He is at his happiest when he has a backup plan for every scenario in life. As he is always on the move, he tends to forget things every now and then like anyone else.

## Comfort With Technology

INTERNET



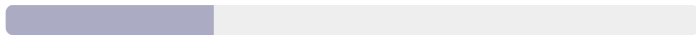
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- needs a backup plan
- 

## Values

- Values contingency planning

## Criteria For Success:

He needs to feel like he is making good time to be successful.

## Wants

- wants liquidity of important assets

## Fears

- Fears one of his side chicks will ask him to marry her
- Fears he will lose something when he needs it the most