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

Criteria For Success:

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

Needs

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

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.

Values

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

Fears

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

MOBILITY LABS

Caucasian Male

age: 19
residence: Bates House
education: Undergraduate
occupation: part-time job at Bojangles
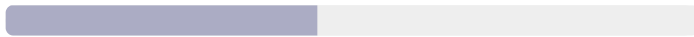marital status: Single with several short term relationships
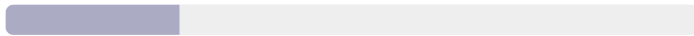
I'm single, but only on paper

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.
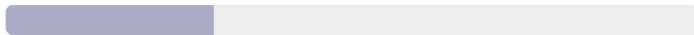
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
He needs to feel like he is making good time to be successful.

Needs
- needs a backup plan
-

Wants
- wants liquidity of important assets

Values
- Values contingency planning

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

Tommy Tingle

age: **22**

residence: **Los Angeles**

education: **High School Dropout**

occupation: **Scammer**

marital status: **Single**

"Money is money"

Sleeps all day, plays on his computer, goes back to sleep.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Jobs not over until they have no money left

Needs

- High internet speed
- Fast loading computer
- Comfy bed

Wants

- A new faster computer
- A bigger house
- A pet

Values

- Sleep and napping
- Money and wealth

Fears

- Losing wifi connection
- His computer breaking
- His bed not being comfortable