## John Johnson

age: 35

residence: Vail Colorado

education: Undergraduate degree in Computer engineering

occupation: Network engineer

marital status: Single



### A very picky neat freak

Works 9-5, cooks for himself, doesn't like to eat out, not a very social person, and doesn't like being in a social environment for too long

# Comfort With Technology INTERNET

**SOFTWARE** 

**MOBILE APPS** 

**SOCIAL NETWORK** 

#### **Criteria For Success:**

Everything has to be in order the way I like it otherwise it really bothers me and distracts me

#### **Needs**

- · Apps that keeps things organized for me
- Access to information when I need it

#### **Values**

- Organization
- Accuracy
- Efficiency

#### **Wants**

 Apps that make my everyday life easier and less time consuming

#### **Fears**

- Being late
- Being messy
- Forgetting important information