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
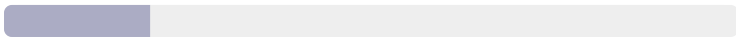
Comfort With Technology

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

Wants

- Apps that make my everyday life easier and less time consuming

Values

- Organization
- Accuracy
- Efficiency

Fears

- Being late
- Being messy
- Forgetting important information