

Joe Gatteem, by Jonah Andrews

age: 27

residence: Washington, DC

education: Bachelor Degree of Fine Art (BFA)

occupation: Struggling Artist

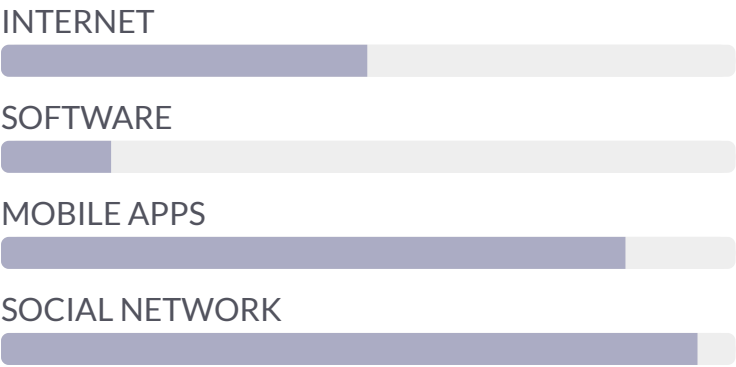
marital status: Single | 8 Children



I would be lost without my Facebook account, thx Mark Zuckerberg! :)

I give everything I do 110% of my effort. There is no room for weakness in my life! If you snooze then you loose, no questions asked!

Comfort With Technology



Needs

- To feel like he accomplished something
- Water
- Food
- A home (preferably one with his estranged wife)

Values

- Strong work ethic
- Perseverance
- Creativity

Criteria For Success:

If I have given my all, then I will have no regrets.

Wants

- More time with his estranged wife
- A successful art career
- An efficient gym session to work out his anger

Fears

- His wife giving him a restraining order
- Having no where to release his frustrations
- Spiders

Bobby Jimmy Joe by Justin Rigby

age: 32

residence: Columbia, South Carolina

education: Bachelor Degree of Math

occupation: Math Teacher

marital status: Single with 39 kids

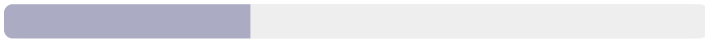


Best looking 32 year old

Likes going to the gym, teaching his students, spending time with his kids.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Needs a daily protein shake, a quiet environment, needs to stay active.

Needs

- Quick and easy access to gym
- Food
- Water
- Protein Shake
- Needs to be active

Wants

- Wants a quiet gym
- Wants to spend time with his kids
- Wants to teach his students
- Wants to coach baseball

Values

- Integers
- Family
- Students
- Protein Shakes

Fears

- Heights
- Spiders
- Being late to his lessons
- Forgetting his daily protein shake
- Not picking up his kids from school
- His personal Bus breaking down



Bob Johnson by Sam Kelly

age: 20

residence: Columbia South Carolina

education: High School Diploma

occupation: Student

marital status: single, just single.



"boy oh boy i sure do love construction"

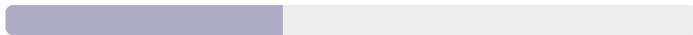
A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- - to be happy in life
- - to get a job
- - be more healthy

Values

- - family
- - construction
- - love
- - education

Criteria For Success:

- Dreams of working in construction
- Needs to be strong for future construction jobs
- Bond with other construction enthusiasts

Wants

- - to learn time management skills
- - work out on a regular basis
- - incorporate working out into his busy life
- - a prestige level tool box

Fears

- - failing college
- - never getting his dream construction job
- - failing to fix it

James Smith by Zak Elguindi

age: 18

residence: Columbia, SC

education: High School Diploma

occupation: Student

marital status: Single



"I'm a student that enjoys working out"

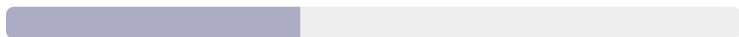
My day consists of studying, hanging out with friends, and exercising frequently. I have other hobbies for sure, but these are the three things that are most important to me.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

My view of success is a good balance between academics, exercise, and a fun social life.

Needs

- I need friends, my studies, and my gym to be consistently happy. Everything else is nice but not necessary.

Values

- I value efficiency and balance

Wants

- My wants include simplicity (I don't like when things are unnecessarily complicated)
- I enjoy things that make my life a little bit easier

Fears

- I have a fear of failure and rejection