

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.