# Jake Pattenson by Matthew Bojanowski

age: 31
residence: SC
education: Earned Bachelors degree in college
occupation: Programming IT department
marital status: Single

## "And how does that affect us?"

Jake spends most of his time coding and making small games for fun, at least when he's not working on computer problems. Slow lonely home life and just gets by. Good home and financially stable. Is an introvert.

## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Criteria For Success:

Needs to know that he is doing great.
To feel successful, he needs others to tell him he is doing amazing.

## Needs

- The feeling of validation
- A partner to help him work on certain projects if they get too large

## Wants

- To meet someone special
- To have a happier life
- More long-term friends

## Values

- Loyalty
- Hard-working
- Determination

## Fears

- Messing up so bad that people resent him
- Getting left all alone
- Bashing self too much for the smallest mistakes

MOBILITY LABS