

education: Masters Degree
occupation: Chemistry Professor
marital status: Married with 2 kids

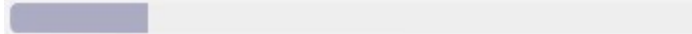


"I am the one who teaches."

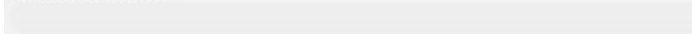
I like to spend my days teaching students about chemistry and being able to get there on time so I can enjoy myself at my favorite fried chicken restaurant.

Comfort With Technology

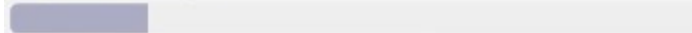
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being able to find where he will be teaching his classes and avoiding traffic. He also isn't very proficient with technology, so he needs the app to be easy to use.

Needs

- An easy to use app
- Ways to avoid traffic
- A way to update class location if it is changed

Wants

- To provide for his family
- To show students how interesting chemistry is

Values

- Chemistry
- His family

Fears

- His brother-in-law
- The authorities
- Lung cancer