

John Smith

age: 35

residence: San Francisco, California

education: MBA, Masters in Business

occupation: Owns a Construction Company

marital status: Married with 3 kids



"you think it, we build it"

He Starts his day with a cup of AG1 and a long look at schematics. Afterward, the onslaught of meetings begins, lots of yes men and money floating around. Work doesn't mean much other than talking and planning for John and on his lunch break he orders a T-bone steak with a baked potato at Ruth Chris' and his ladder half of the day is mostly relaxation. He does work around 12 hours a day and spends the rest of his time reading books to his children and taking his wife out to lavish dinners.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Needs to bring in a 20% return to shareholders and get a new car every 4 months. business needs to run and needs attention from his wife.

Needs

- - needs something that he doesn't have to think about
- - doesn't want to install it himself

Wants

- - looks good / well hidden

Values

- - ease of use

Fears

- - won't work properly and cost him more time
- - will break on a work trip
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