

# Sam Smith

age: 30s

residence: Columbia, South Carolina

education: College Degree

occupation: Admin

marital status: Married without kids



*I want to help this company grow.*

Likes to hang out with wife.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

The app works as it is intended

## Needs

- -Stable Internet
- -Support from higher ups

## Values

- -Leadership

## Wants

- -Work from home
- -High pay

## Fears

- -Not working up to potential
- -Failure