

Jacob Ashson by Patrick Bailey

age: 28

residence: Albuquerque

education: Middle School

occupation: Lab Assistant

marital status: Single

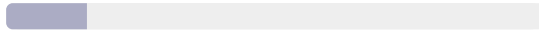


"Since when did they change it to opossum? You know opossum makes it sound Irish or something."

Commonly spends his day in the lab creating a profitable product. When not at work, he's looking for his next business deal.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Creating a successful business with his partner.

Needs

- Personal protections
- Connections with clients

Wants

- Easy access to tools
- Impress business associates

Values

- Quality work for low effort
- Being stylish

Fears

- Being embarrassed in front of clients
- Losing profits and anonymity



Saul Goodman

age: 48
residence: Illinois
education: College
occupation: Lawyer
marital status: Divorced/Single



"Yeah, Belize, you know where Mike went to"

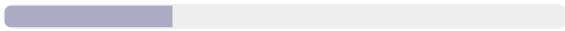
After a long day, relaxation is the key to my success.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Relaxation
- Cases
- Kids happiness

Values

- Respecting the law

Criteria For Success:

Quick-Witted and uses it to my advantage. I am also really intelligent about legal loopholes. Use your brain all the time!

Wants

- Comfortable shoes
- A fun interesting inner child hobby

Fears

- Losing cases



Walter Hartwell White

age: 51

residence: 308 Negra Arroyo Ln Albuquerque, New Mexico
87104

education: Phd in chemistry

occupation: "Car Wash Owner"

marital status: Married with kids



"Say my name"

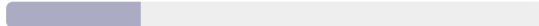
A guy opens his front door and gets shot, and you think that of him? No. He is the one who knocks.

Comfort With Technology

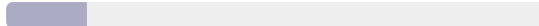
INTERNET



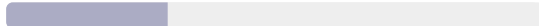
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

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Needs

- His family to understand that he did it for them.
- Jesse Pinkman.

Values

- Family
- Money
- Power

Wants

- Money
- To stay alive

Fears

- Gustavo Fring
- His lung cancer

Skyler White

age: 52

residence: 308 Negra Arroyo Lane

education: High School

occupation: Online Author

marital status: Married, with kids



My Name is Skyler White, yo.

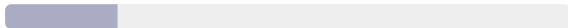
Spends days online writing virtual fiction to sell on Ebay

Comfort With Technology

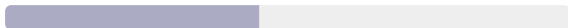
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Connections with clients
- Privacy

Values

- Loving relationships
- Her children
- Her husband

Criteria For Success:

A loving husband and a place to write.

Wants

- Money
- Her husband

Fears

- Her husbands occupation
- Her husband

