

Jessie Thinkman 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."

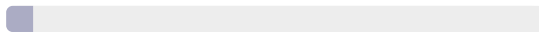
Commonly spends his day in the lab creating a profitable product. When not at work, he's looking for his next business deal.

Comfort With Technology

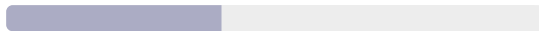
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Creating a successful business with his partner.

Needs

- Personal protections Easy access to tools
- Connections with clients Impress business

Values

- Quality work for low effort
- Being stylish

Wants

-
- associates

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"

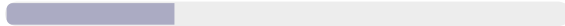
After a long day, relaxation is the key to my success.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



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!

Needs

- Relaxation Comfortable shoes
- Cases A fun interesting inner child hobby
- Kids happiness

Values

- Respecting the law

Wants

-
-

Fears

- Losing cases



Walter Hartwell White's persona | PersonaGenerator

10/10/22, 11:25 PM

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"

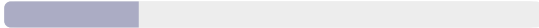
A guy opens his front door and gets shot, and you think that of him? No. He is the one who knocks.

Comfort With Technology

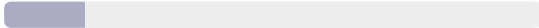
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

\$737k

Needs

- His family to understand that he did it them. To stay alive
- Jesse Pinkman.

Wants

- forMoney
-

Values

- Family
- Money
- Power

Fears

- Gustavo Fring
- His lung cancer
-

MOBILITYLABS

<https://personagenerator.com/null/null>

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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.

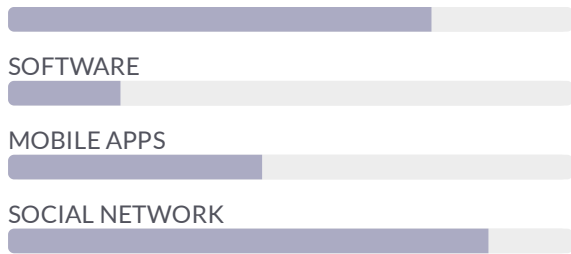
Spends days online writing virtual ction to sell on Ebay

Comfort With Technology

INTERNET

Criteria For Success:

A loving husband and a place to write.



Needs

- Connections with clientsMoney
- PrivacyHer husband

Values

- Loving relationshipsHer husbands occupation
- Her childrenHer husband
- Her husband

Wants

-
-

Fears

-
-

