

Michael J Hamel- (Ryan Aycok)

age: 55

residence: Columbia, SC

education: High school diploma or GED

occupation: Heating and Air Conditioning Installer

marital status: Married, with children



"My therapist keeps saying that I should really stop talking to inanimate objects.....but he's a lamp...what does he know...."

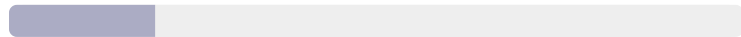
A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



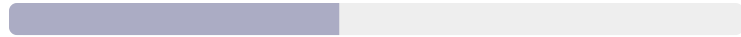
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Ensuring all cliental receive great and timely service.
Eliminating all competition by great service in a timely manner or other means deemed necessary.

Needs

- Clients
- A parking spot near clients
- No competition

Values

- Having a paved parking spot.
- Not having competition for A/C in the local area.

Wants

- Wants to find parking close to clients that is preferably paved.
- Be the top A/C installer in the local area.

Fears

- Fears he might be late to due to distance between parking and the building his clients are in.
- Fears he might die from cardiac arrest after walking so far.