

Brian Henderson

age: 30

residence: Columbus, Ohio

education: Bachelors's in Finance

occupation: Bank Managewr

marital status: Married, single, with kids, without



A quote from to help define their voice and personality.

Started to become aware of how much trash we live in, I need gloves to protect myself.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Cover my hands, and it will be a good product.

Needs

- Needs a pair of gloves that can protect his hands from the germ invested society.

Values

- I have no values.

Wants

- Wants to be able to keep gloves on and use touch screens.
- Wants the glove to be more elastic than a fixed size.

Fears

- Fears that the material will rip or break.