

|  |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
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| * To help people who have lost their items recover them * Having a history of items that he is looking at to determine if the item is ill-gotten * To be able to quickly and effectively work with customer service to solve problems | * Finding ways to identify stolen goods online * Finding websites willing to comply to law enforcement |
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| **QUOTATION** | |
| Fear is wisdom in the face of danger. It is nothing to be ashamed of. | |
| **NAME** | |
| Benedict Cumberbatch | |
| **AGE** | |  |  |
| 45 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * When it is hard to find what he is looking for * Lack of clear and descriptive detail on websites he is looking at * No ability to get help in any form (FAQs, Customer Service, Guides, etc) | **BOOKS** |
| Male | | Benedict Cumberbatch: The Biography |
| **LOCATION** | | **BLOGS** |
| London | | https://cumberbum.tumblr.com/ |
| **OCCUPATION** | | **CONFERENCES** |
| Law Enforcement | | **https://twitter.com/i/events/1433573376321261569?lang=en** |
| **JOB TITLE** | | **MAGAZINES** |
| Detective | | **https://www.yourcelebritymagazines.com/collections/benedict-cumberbatch** |
| **HIGHEST LEVEL OF EDUCATION** | | **WEBSITES** |
| Diploma | | **https://en.wikipedia.org/wiki/Benedict\_Cumberbatch** |
| **ANNUAL INCOME** | |  |

$144,000