

# Ben Brown

age: 31

residence: Charolette, NC

education: High School

occupation: Amazon

marital status: Married, with 2 kids



*"Lets try it"*

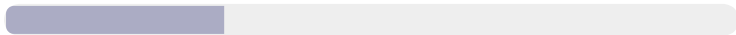
Ben Brown is a married father of two seeking to make a better life for his family. He is intending on finally going to college, in order to get promoted at his job. Ben knows that there are several tutoring services at the local college he is planning on attending, but he doesn't know which ones are the most effective or which ones would best fit into his busy schedule.

## Comfort With Technology

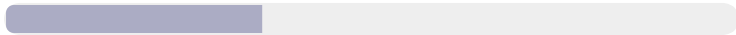
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Better life for family

## Needs

- Schedule organizer
- Event finder
- Event rater

## Values

- Hard-work
- Honesty
- Consistency
- Flexibility

## Wants

- Career advancement
- Success in classes
- Harmonize family life, school, and work

## Fears

- Incurring student loan debt , with no degree
- Wasting time