

# Mike Reynolds

age: 33

residence: Washington, DC

education: Bachelors Degree (BA)

occupation: Employee

marital status: Single | No children



*I am excited to work on this new project.*

Sean is juggling many projects and priorities. He appreciates help from his vendors and employees. When tackling something new he prefers to do some research then consult an expert.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Allowing pedestrians a safer way to be transported across the city

## Needs

- Tangible results
- Safety and functionality

## Wants

- Start small
- See results before spending more money

## Values

- Detailed planning
- Concrete expectations
- Decisions backed up by analytics or data

## Fears

- Failure
- Falling Behind
- Being too hasty

