

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



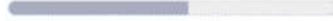
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Tangible results
- Safety and functionality

Values

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

Criteria For Success:

Allowing pedestrians a safer way to be transported across the city

Wants

- Start small
- See results before spending more money

Fears

- Failure
- Falling Behind
- Being too hasty

