

James John Liautaud (Xander Kimmick)

age: 58-97y/o

residence: Arlington Heights, Illinois

education: Eastern Illinois University

occupation: Jimmy John's Founder

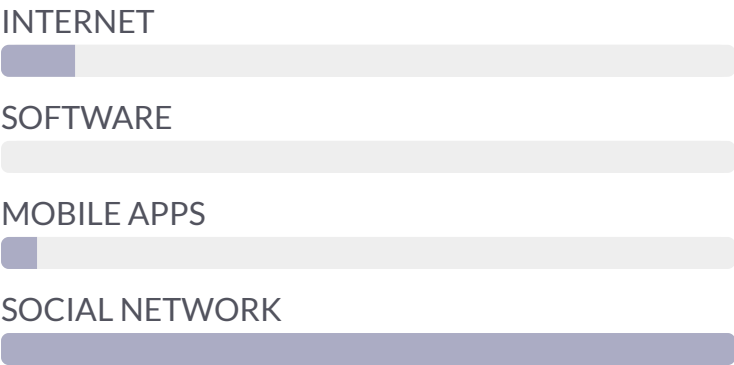
marital status: Unhappily-Married to Leslie Liautaud



"Freaky Fast Makes it Freaky Fresh"

Jimmy John's CEO James John Liautaud loves getting a good deal... when he isn't killing elephants... seriously google it...

Comfort With Technology



Criteria For Success:

- The best deals
- Freaky Fast

Needs

- Quick delivery
- Freaky Fresh
- Not a competitor with Jimmy John's

Values

- Big Game Hunting
- Sandwiches

Wants

- A happy marriage
- Easy to understand interface
- Big fonts... he doesn't wear glasses

Fears

- P.E.T.A
- Health Inspector
- Not getting the best deal
- Clearly not big game

Chommy Tong (James Nobles)

age: 84

residence: Alberta, Canada

education: High School

occupation: Online sales

marital status: Married

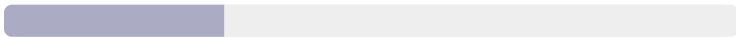


"Every time I get tested, I ask questions about it, and I watch how they do it."

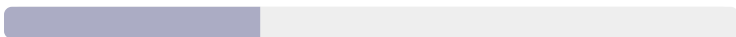
Tommy Chong is an actor, musician, and entrepreneur, specializing in online sales. These such sales got him into some trouble with the FBI.

Comfort With Technology

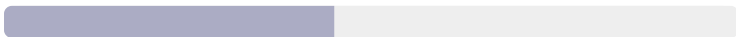
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Establish a place to sell his components

Needs

- Sell more product
- Inventory management
- Easy to use interface

Values

- Great salesman
- Always striving for perfection

Wants

- Make enough money to provide for generations
- To invest more

Fears

- Heights
- Snakes
- The FBI

Bill Johnson

age: 48

residence: Nashville, TN, United States

education: Bachelors in Marketing

occupation: Senior Product Marketing Manager

marital status: Single



A quote from to help define their voice and personality.

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Establish a higher level of authority within his company

Needs

- To increase brand awareness
- To increase market share
- To manage the marketing department's budget
- To identify new markets and customers
- to conduct market research

Values

- Critical thinking and problem-solving skills
- Great communication skills
- Good teamwork skills
- Adaptable

Wants

- To grow a strong reputation within his company
- To get a promotion
- To earn enough to retire
- To go out with friends

Fears

- Spiders
- Darkness
- Women

Guy Johnson, by Cayden Scruggs

age: 38

residence: Idaho

education: High School

occupation: Works in the Plant

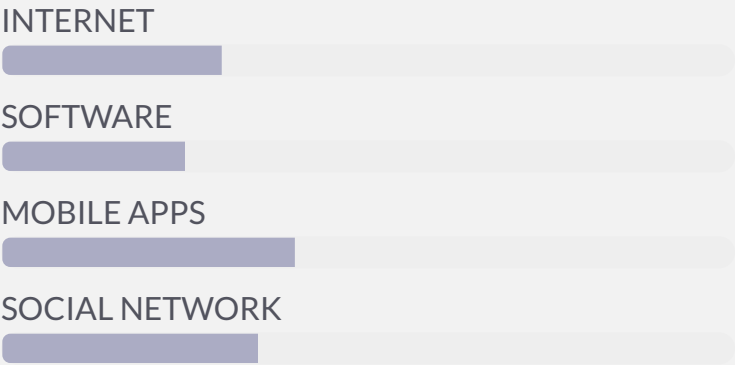
marital status: Married with kids



"Do I look like I know what a JPEG is?!"

Guy spends his days working in the plant and trying to put food on the table. His ungrateful son begs him for video games and throws fits whenever he doesn't get his way. His son is 19.

Comfort With Technology



Criteria For Success:

Not tech-minded, likes quick and easy solutions, doesn't have time or money to waste.

Needs

- A break from his family
- Simple interfaces
- Cheap video games for his son

Wants

- Maximum ease
- Minimal fluff
- Quick experience.

Values

- Efficiency
- Bargains
- Straightforwardness

Fears

- Becoming his father
- Technobabble
- Not having enough money for pay-per-view