

Bro Guy -Jordon Cooke

age: 55

residence: State, city, or even neighborhood

education: GED

occupation: Bus Driver

marital status: Married with 6 kids.



"Family is everything."

Bro Guy is a bus driver for the city bus, enjoys spending time with his family, and cooking.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- -Money

Values

- -Organization
- -Easy processes.

Criteria For Success:

- A way to use his grocery wisely.
- Save money for his family

Wants

- -His family to be happy.
- -To be able to eat what he likes.

Fears

- - Not being able to provide for his family
- -His wife being unhappy