

Sean Perkins

age: 33

residence: Washington, DC

education: Bachelors Degree

occupation: Business Owner

marital status: Single



"My business is unorganized"

Sean spends the majority of his day working, and has little time for anything else.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Organized employees
- Task list

Values

- Detailed planning
- Concrete expectations

Criteria For Success:

Successfully organizing my business to allow for more productivity

Wants

- Reminders for his employees

Fears

- Failure
- Wasting time