

Frank the Foodster, Adams K.

age: 40

residence: Chapel Hill, NC

education: High School Diploma

occupation: Food Service Worker

marital status: Single

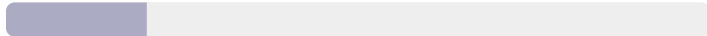


"Eating food is my passion, making food is my job"

Frank spends his days pretty much the same. He wakes up about 30 minutes before work, panics that he's late and then rushes out the house. He then spends his day in the restaurant kitchen at the local university. After work, Frank heads home feeds his dog and watches hokey. On the weekends, whenever possible, Frank enjoys going to NASCAR races and skeet shooting.

Comfort With Technology

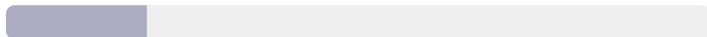
INTERNET



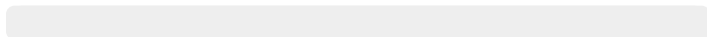
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Feels successful when he gets his paycheck.

Also feels successful when people compliment his cooking.

Needs

- Needs organization, very OCD
- Needs help, does not like doing things by himself.

Wants

- Wants to make people happy through his food
- Wants his restaurant to run more efficiently

Values

- Values hard but efficient work
- Values being polite to everyone

Fears

- Fears confrontation, does not like to mess stuff up for people.
- Fears being alone for the rest of his life

