

# Toddy Chad

age: 24

residence: Jacksonville, Florida

education: BA Business

occupation: Sport Announcer at High School

marital status: Looking for a cheerleader

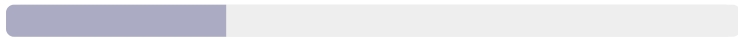


*"Football is love. Football is life." -Toddy Chad*

Toddy Chad loves a gameday out at a college campus. He also loves announcing the sporting events at his local high school and talking to all of the moms after.

## Comfort With Technology

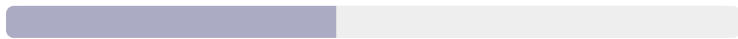
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Toddy Chad wants a break from his job. He wants to feel successful in something he loves.

## Needs

- Toddy Chad needs this app to be easy to access, and he needs it to be available on Android.

## Values

- He values a good football game.
- He values a good upset.

## Wants

- Toddy Chad needs a good app to watch sports on as well as a quick way to make money on.
- He wants a way to participate in the sporting culture and to bet and do fantasy.

## Fears

- Toddy Chad fears that he will be broke and not be able to support himself.
- He fears he will not be able to enjoy football.