

John Simpson

age: 29

residence: Lexington, KY

education: BA Information Technology

occupation: IT for Sprint

marital status: Single with 2 kids



I love football more than my kids. -John Simpson

I play video games for hours on the weekends. I workout twice a week. Drink beer and watch football with my friends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

John Simpson needs to see a live fantasy draft. Show all of his bets and update immediately. Be able to pick the best of the best players.

Needs

- Pay child support
- Stop playing video games so much
- Get control of his drinking problem.

Wants

- A loving wife
- Win the lottery

Values

- Football is life
- Being alone when he is not watching football.

Fears

- Cats
- Going to jail from not paying child support