

Fratty Fred

age: 25

residence: Columbia, SC

education: B.S. Marketing

occupation: Technology Salesman

marital status: Single



“Only he who can see the invisible can do the impossible.” – Frank L. Gaines.

Fratty Fred played football in high school but got injured which crushed his dreams. Now he expresses his love for football by going to UofSC football games and being a devoted Dolphins Fan.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Fratty Fred needs only needs his boys and the bars. He hates his job and looks forward to college football year round.

Needs

- Competition
- Something to look forward to on the weekends
- Other hobbies besides his job

Values

- Quality time with friends
- Humor
- Happiness

Wants

- Southern food
- Cheap beer
- A girlfriend that does everything for him

Fears

- Being alone forever
- Getting old
- Not being successful