

Joe Johnson (Brandon Wells)

age: 55

residence: Charleston, SC

education: Bachelor's in Mechanics

occupation: Manager at mechanic's shop

marital status: Married, with two kids

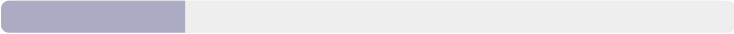


"If it ain't broke, break it, then fix it."

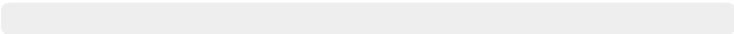
Spend time fixing cars and drinking beer. Yard work and watching sports.

Comfort With Technology

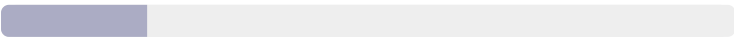
INTERNET



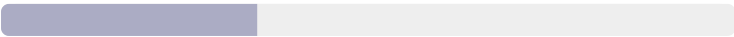
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Fixing something even if it isn't broken.

Needs

- Normality
- Time alone for sport watching
- Hot-and-ready food

Values

- High productivity
- Be the best, or be nothing.

Wants

- A beer
- A good steak
- A good time

Fears

- Finding something unfixable
- Slow productivity