

Guy Johnson, by Cayden Scruggs

age: 38

residence: Idaho

education: High School

occupation: Works in the Plant

marital status: Married with kids

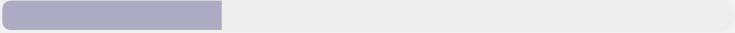


"Do I look like I know what a JPEG is?!"

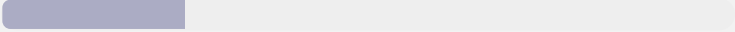
Guy spends his days working in the plant and trying to put food on the table. His ungrateful son begs him for video games and throws fits whenever he doesn't get his way. His son is 19.

Comfort With Technology

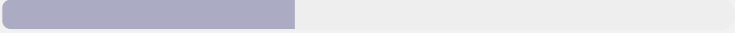
INTERNET



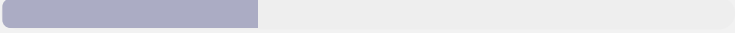
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Not tech-minded, likes quick and easy solutions, doesn't have time or money to waste.

Needs

- A break from his family
- Simple interfaces
- Cheap video games for his son

Values

- Efficiency
- Bargains
- Straightforwardness

Wants

- Maximum ease
- Minimal fluff
- Quick experience.

Fears

- Becoming his father
- Technobabble
- Not having enough money for pay-per-view