

Drew Jones, by Colin Cotter

age: 35

residence: Raleigh, North Carolina

education: Masters Degree in Marketing

occupation: Marketing Director for The IBM NC Branch

marital status: Engaged but no kids



"Just try to get 1% better each day"

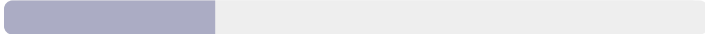
Drew spends most of his day at the office but when the work day is over he likes to spend time with his fiancée Shelia and runs a food blog online that reviews popular restaurants in Raleigh.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Creating new Market Strategies to maximize profits for his company, quality time with his fiancée, and creating blog posts for his food review website.

Needs

- Internet Access for his job
- Frequent Medication for health issues associated with his weight

Wants

- Drew wants to lose weight for his upcoming wedding.
- He has been experiencing fatigue and sore joints as a result of his unhealthy lifestyle and wishes to fix these ailments.

Values

- Working hard
- Supporting the people he cares about

Fears

- Being overweight at this wedding in front of his friends and family
- Dying of heart disease

