

# Johnny McJohnny, by Michael Cluver

age: 26

residence: New York

education: University

occupation: Teacher at local high school

marital status: Divorced with kids

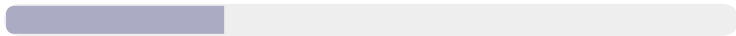


*A quote from to help define their voice and personality.*

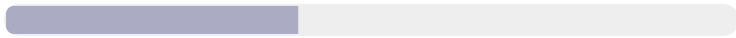
A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Raise his daughter properly, and provide for her education

## Needs

- Reliable internet connection, ability to contact his daughter

## Values

- Family, long-term planning-ahead

## Wants

- A penthouse apartment, decent car, space to raise children

## Fears

- Inability to support raising his child