

# Darryl Blythwood Jr.

age: 31

residence: Cumming, GA

education: Trade School

occupation: HVAC Specialist

marital status: On third marriage. No kids

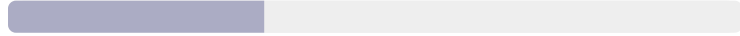


*"One time I found a rat in the Wendy's HVAC"*

Simply goes to work, the bar, and home. Not much excitement

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

simplicity of interface

## Needs

- -easy to use interface
- - robust application

## Values

- -family
- -heavy drinking
- -football
- -HVAC

## Wants

- - ability to find something new

## Fears

- - not being able to find his favorite beverage
- -beverages being out of stock
- - UGA football losing