

James Madison(Jackson Hansel)

age: 29

residence: Columbia, SC

education: Bachelors Degree in Art

occupation: Painter

marital status: Single|No Kids



"Money can't buy happiness"

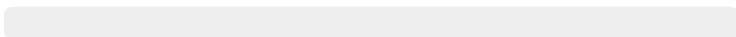
James likes to spend his days painting and listening to Arctic Monkeys. He goes around to local Columbia businesses trying to sell his paintings.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

James wants to one day walk outside and see his paintings in public.

Needs

- A place to live
- A canvas
- A place to park his car
- Paint and paintbrushes
- Money

Values

- Free stuff like parking
- A nice paintbrush
- The smell of fresh paint

Wants

- Unlimited paint
- An automatic brush cleaner
- Free parking
- To not rely on his parents for money

Fears

- Losing creativity
- His parents
- Hard work