Marcus Tyler

age:	27
residence:	Columbia SC
education:	Bacholors
occupation:	Software Developer
marital status:	Married and has a baby

this app must be perfect!

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:

He must have everything perfect with no issues or complaints

Needs

- Needs to be encouraged and know he is appreciated

Wants

- wants to do his best to fix any problem with anything whether it be at work or not

Values

- He values taking trips and spending time with his family

Fears

- fears not being good enough and also not being able to be successful in his job and his family

MOBILITY LABS