

Kyle Monster - created by Jacob Hammond

age: 21

residence: Columbia, SC

education: Junior in College

occupation: Relies on parents

marital status: Single, but ALWAYS looking



A monster a day keeps the bad grades away

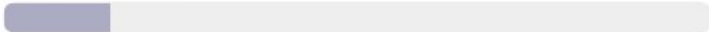
Kyle goes to class because he is required to. His diet consists of fast food and Monster energy drinks. He enjoys driving his lifted truck pretty much everywhere and wants everyone to know how loud it is.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Kyle just wants a spot to park his truck to show off to people

Needs

- Needs space for his big truck
- Must be at least within walking distance of his classes

Values

- Big trucks
- Highly political
- Lots of energy drinks
- The redneck way

Wants

- More modifications for his truck
- Larger wheels for his truck
- More caffeinated energy drinks

Fears

- His truck being taken away
- Monster energy getting a new recipe