

Kevin Beetle

age: 37

residence: Seattle, Washington

education: Masters Degree from MIT

occupation: Software Engineer

marital status: Married with 2 kids



"I can never seem to find dog food that doesn't bother my dog."

Kevin works full time at Amazon as a Software Engineer. He has a loving wife that is a stay at home mother with 2 bright toddlers.

Comfort With Technology

INTERNET



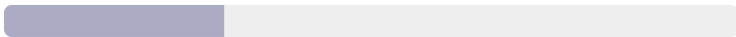
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

He wants to continue his career at Amazon and move up to a higher position

Needs

- Food that won't bother his dog and will allow it to be healthy.

Values

- Kevin loves his dog and his family
- He is very passionate about his job

Wants

- He wants to travel around the world
- he wants to make a lot of money
- He wants to make sure his children get a great education

Fears

- He won't be able to find the right food for his dog that is affordable and safe
- He fears losing his dog to an allergic reaction