

Joseph Brosef (Jacob Blair)

age: 21

residence: The Crib

education: "Undergraduate"

occupation: Professional Dude

marital status: Single and ready to mingle



"The grind never stops"

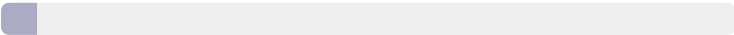
The grind has no bedtime, you're not my mom... I'm always looking for the low down or the best spot to party, I mean study. You know, I would've gone pro in football if I didn't bust my knee senior year. It's not a real party if I haven't heard about it. I only have to have a 2.0 GPA? Say less...

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- I need to wakeup not knowing where I am or what I did last night.
- I need easy-to-understand things, like LEGOs.

Values

- I value the grind.
- My privacy is of great concern to me, my parent's can't know what I do every weekend.

Criteria For Success:

I have to spend the night somewhere other than my boring dorm. I PARTY HARD and never hardly party. In order to be successful in life I gotta hopefully survive college and land a great job at my father's factory. Each night has to be worthy of my story for my 2,196 people (The Joe Bros).

Wants

- I want to know whats happening with all my peeps across Cola.
- I want a layout of everything, the last thing I want is to showup to some nerd's study session.

Fears

- I fear that I will never escape my father's shadow...
- But most importantly I fear a night where I go to bed before midnight!