

# Sean Perkins

age: 33

residence: Washington, DC

education: Bachelors Degree (BA)

occupation: Business Owner

marital status: Single | No children



*I think this idea could work, I just need to put more energy into it.*

Sean is juggling many projects and priorities. He appreciates help from his vendors and employees. When tackling something new he prefers to do some research then consult an expert while maintaining his edge in his fashion.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

When a project achieves its goals on time and on budget while delighting users. His regulars usually enjoy the fun outfits he puts together and some even say they are loyal customers due to his spunky fashion choices.

## Needs

- Tangible results
- To have project self manage
- To spark joy in others with what he wears

## Wants

- Start small
- See results before spending more money
- Allowing himself to look good in his clothes

## Values

- Detailed planning
- Concrete expectations
- Decisions backed up by analytics or data
- Time to complete the projects at hand

## Fears

- Failure
- Wasting money
- Being too hasty