

# Geezer Gary - by Matt Scott

age: 84

residence: Wilmington, Delaware

education: GED

occupation: Construction Worker

marital status: Married with 3 kids

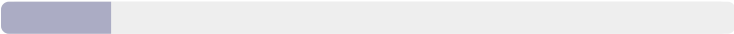


*"America BABY!"*

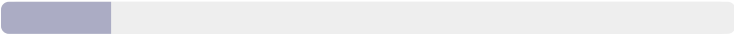
I am now retired but previously worked as a construction worker. I wake up in the morning drink black coffee to the national anthem then call my kids 3 times a day.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

I need to communicate with my children more efficiently, because they live across the country.

## Needs

- More hip with technology
- To answer emails
- A beer

## Values

- Communication
- My wife Nancy

## Wants

- Want to talk to my kids more
- To go golfing

## Fears

- Fall out of touch with my children
- Miss important emails
- Miss my grandkids birthdays