

# Briggs Keslowski

age: 34

residence: Columbia SC

education: PHD

occupation: Physician

marital status: Married with 21 kids



*Hello how are you, like I've had a great day, THANKS!!!*

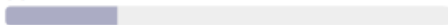
Briggs likes to watch football, all day, every day

## Comfort With Technology

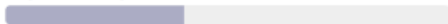
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Getting everything on his schedule done

## Needs

- Anti-theft Version
- Punctual Notifications
- Events noted

## Values

- High-Level Planning
- Straightforwardness

## Wants

- Light/dark mode
- text to speech capabilities
- customizable interface

## Fears

- Missing meetings
- Sleeping through his alarm
- getting his timing wrong