

# John Johnson

age: 19

residence: State, city, or even neighborhood

education: college student

occupation: novice user

marital status: single



*Can't stop losing my key!*

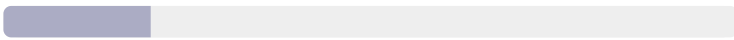
Spends day sleeping, doing homework, working out.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Organization

## Needs

- Access to food
- Place to live
- Reliable income

## Values

- Sleep
- Efficient lifestyle

## Wants

- Consistent schedule
- Entrance to his dorm

## Fears

- Losing money
- Being locked out