

# Stewart Johnston by Sophia Foltz

age: 37 yearsold

residence: Columbia, SC

education: Master's Degree

occupation: Physics Professor

marital status: Unhappily married with 3 kids

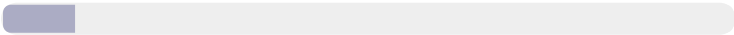


*"supercalifragilisticexpialidocious"*

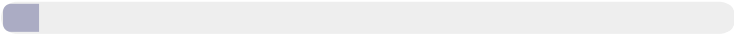
Dawson is an adventurous person. His favorite thing to do is exploring the city of Columbia whilst being an adrenaline junkie. He skipped a couple of grades and was the youngest professor in his year.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

- an app that locates parking spaces
- teaching himself self defense

## Needs

- an easy accessible app to locate parking spaces
- stability

## Wants

- a spot to park his mystery mobile
- to leave his wife
- money
- to be happy

## Values

- family time
- saving the turtles
- skate boards

## Fears

- Arachnophobes
- Phobophobia
- A bad case of FOMO (Fear Of Missing Out); often was peer pressured
- AA meetings