NAME					
QUOTE				_ /	
BIO					
TOD DEDSON	IALITY TRAITS				
TOP PERSON	IALITY TRAITS				
TOP PERSON	IALITY TRAITS		DEVICE		
AGE	IALITY TRAITS		<b>DEVICE</b> Desktop		Mobil
AGE IOB	IALITY TRAITS		Desktop —		Mobil
AGE IOB FAMILY	IALITY TRAITS		Desktop BROWSER		
AGE OB FAMILY	IALITY TRAITS		Desktop —		Mobil
AGE IOB FAMILY LOCATION			BROWSER Old	ГНОД	
AGE OB SAMILY OCATION GOALS			Desktop BROWSER		
AGE OB FAMILY OCATION GOALS			BROWSER Old CONTACT MET		Moder
AGE OB SAMILY OCATION GOALS			BROWSER Old CONTACT MET	Phone	Moder
AGE JOB FAMILY LOCATION GOALS  MOTIVATION	NS	Significance	BROWSER Old CONTACT MET In-Person FRUSTRATION	Phone	Moder Onlin Significanc
AGE JOB FAMILY LOCATION GOALS  MOTIVATION		Significance ( /10)	BROWSER Old  CONTACT MET In-Person  FRUSTRATION  •	Phone S	Onlin Significance

**AGENCY** 

## NAME Cool Chris

QUOTE My database is pretty sweet.

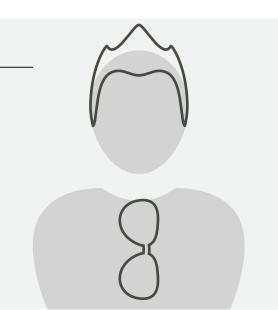
"Jack-of-all-trades" in technology.

Thinks his database is amazing.

Doesn't care to accommodate anything that disrupts his masterpiece. Prefers

limited collaboration. Only wants to

attend meetings involving him.



Modern

Online

(5/10)

Capable	NALITY TRAITS	Self-Serving		<u>Efficient</u>	
AGE	35		DEVICE		
JOB	Database Admini	strator	Desktop		Mobile
FAMILY	Single			X	
LOCATION	Atlanta, GA		BROWSER		

Old

In-Person

**CONTACT METHOD** 

. Underwhelmed

## **GOALS**

**AGENCY** 

- . Freedom to do things his own way
- . To feel validated

MOTIVATIONS	Significance
<ul> <li>Incentives</li> </ul>	(4/10)
. Task Completion	(7/10)
. Self-Purpose	(8/10)

	λ
FRUSTRATIONS	Significance
. Micromanaged	(8/10
. Overcommunication	( <b>9</b> /10

Phone

## Cool Chris



## **TOP PERSONALITY TRAITS**

	0 11	C 15 C .	F. C
	Capable	Self-Serving	Efficient
AGE	35	DEVICE	
JOB	Database Administrato	or Desktop	Mobile
<b>FAMILY</b>	Single		
LOCATION	Atlanta, GA	BROWSE	ER
		Old	Modern
GOALS Freedom to To feel valid	o do things his own way. dated.	CONTACT In-Persor	T METHOD  n Phone Online
MOTIVATION Incentives	ONS	<b>FRUSTRA</b> Microma	
Task Comp	letion	—— Overcom	nmunication ————————————————————————————————————