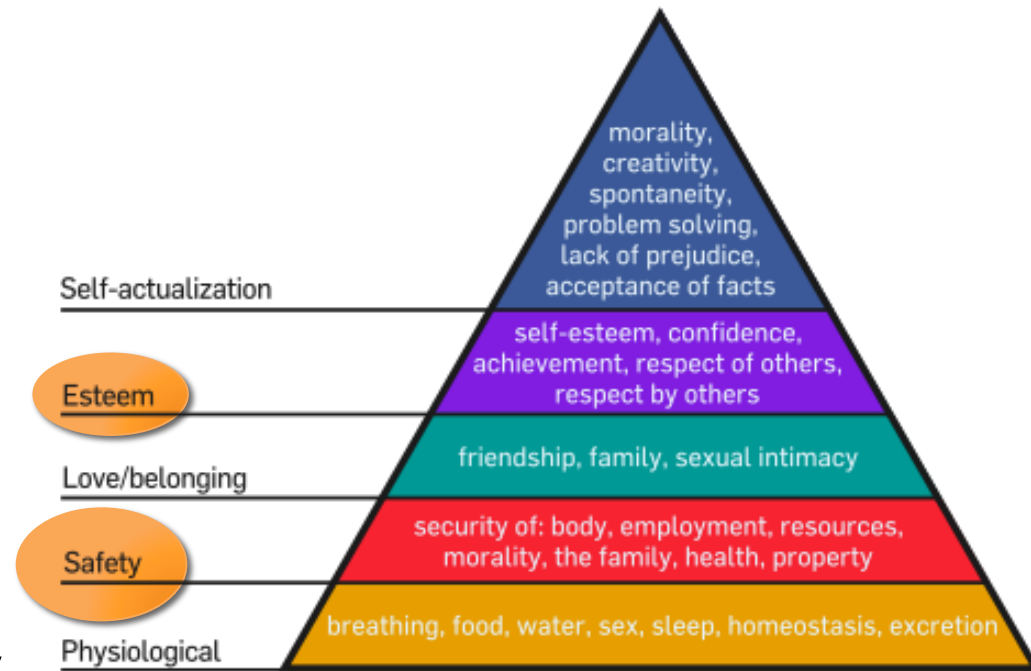


Barry – a businessman

- Male, 45, General Manager, has a wife and 2 children
- Need to send proposals to future business partners
- Calls USPS courier service
- Courier hand delivers and uses I.D. verification
- Barry knows that the safety system is more reliable and correct person will receive his proposal



Maslow's Hierarchy of needs