

# Thomas Michel, by Alex Fischer

age: 19

residence: Columbia, SC

education: First year college student

occupation: Part time job at a restaurant

marital status: In a relationship



*"I can't wait for football season to start again!"*

Thomas is a determined student who, when not studying, likes to play basketball, watch sports, and play videogames.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Thomas only feels successful when he is performing at his best. Anything less than 100% is not acceptable. He is extremely competitive and works hard until he comes out on top in whatever he is doing.

## Needs

- Healthy diet to keep his body and mind in shape
- Independence
- Exercise

## Values

- Hard work
- Loyalty
- Honesty
- Cleanliness

## Wants

- Fast cars
- Clean workspace
- Sports on the TV

## Fears

- Losing
- Deadlines
- Roaches