

# Joe Snuffy

age: 27

residence: Columbia, SC

education: Highschool

occupation: Student

marital status: single

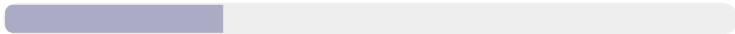


*Do something for yourself today that your future self will thank you for*

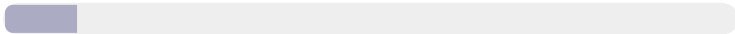
Joe is a student that loves to exercise. He takes his personal health very seriously, and such makes his own meals, instead of buying pre-cooked meals. When he is not studying, he comes up with projects to help further his future career in the fitness industry.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Joe is a simple guy. All he requires for success is a neat and quiet space for him to do his work in, as well as daily exercise and healthy meals. As long as these criteria are met, he will be successful.

## Needs

- Joe is a health-nut and has to be able to exercise and eat healthily.
- activities to keep himself active
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## Values

- His own education
- His personal health & hygiene
- Working hard to achieve his goals

## Wants

- High-quality meals
- Exercise
- Neat-environment
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## Fears

- Spiders
- Heights
- Getting sick