

John Long

age: 22

residence: Columbia, South Carolina

education: USC

occupation: Management internship

marital status: single



Go cocks, business student

He likes to go out and have a couple drinks with his friends at night.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Money management

Stress management

Needs

- Needs to save money.

Values

- Values respect.

Wants

- Wants to have a fun time and save money.

Fears

- Fears going broke.