

Maximus Sparrow

age: 22

residence: Falls Church, VA

education: Bachelors Degree

occupation: Publix Cashier, Student

marital status: In a relationship with 3 different women



"get your money up"

working, gym, going to the bar, getting masters degree

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

- Safety
- Money
- Food, Water Shelter
- Ease of transport

Values

- Honesty
- Loyalty
- Freedom
- Tax Payer

Criteria For Success:

Time
Money
Safety
Knowledge

Wants

- To get home safe
- Save money
- Do well in life

Fears

- Kidnapping
- Getting robbed
- Getting jumped
- Getting lost

