

Jonathon Smith

age: 23

residence: South Carolina

education: Bachelors in Computer Science

occupation: Unemployed

marital status: Single



"I love computers"

He spends his day coding and looking for work.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

He needs to be able to focus on his work and communicate with his peers.

Needs

- He needs employment
- He needs software that helps him efficiently apply to various employment opportunities.

Wants

- An internship or job targeted to his area of skills that helps him grow.

Values

- He values software that works well
- He values good planning ahead of time

Fears

- Not being able to find a job.
- Failure