

# Xiao Liban

age: 22

residence: Guangzhou, China

education: Bachelors of Science in International Business

occupation: Hustles people in the streets into buying fake shoes

marital status: Single



*"Ayo foo lemme see them shoes"*

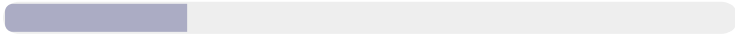
Wakes up at 9 am every day and leaves the house by 10 am, the perfect time to hustle foreign victims. Finish hustling by 12 pm.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Get at least 3 sales for the day.

## Needs

- A lot of food and a bev.
- Very nice outfit and shoes.
- iPhone 13 pro max.

## Wants

- To go travel to Vietnam
- A Nissan 370z with twin-turbo and wide-bodied

## Values

- Friends and Family
- Partying
- Drinking

## Fears

- Heights
- Talking to strangers

# Bing Bao

age: 31

residence: Hong Kong

education: Bachelors in Economics

occupation: Street Market Vendor

marital status: Single

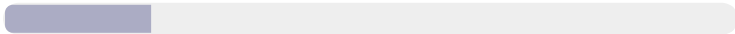


*"You gotta do what you gotta do foo"*

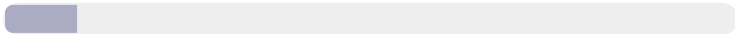
Bing enjoys nice days so that many people are attracted to his business. He is very business-like and focuses on nothing else which can be a detrimental thing. A real hustler that grew up from nothing and now has made something.

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## Criteria For Success:

Yes-men to keep his attitude positive so that he can make sales.

## Needs

- A strong support group
- Competitive location
- Fresh ideas

## Values

- Honesty
- Strong work ethic
- Commitment

## Wants

- Feel powerful
- Strong business model
- Teamwork

## Fears

- Others can't keep up with him
- Overworking
- Not succeeding

# Johnny McJohnny, by Michael Cluver

age: 26

residence: New York

education: University

occupation: Teacher at local high school

marital status: Divorced with kids

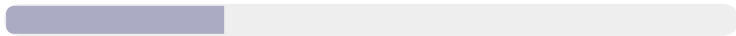


*A quote from to help define their voice and personality.*

A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

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## Criteria For Success:

Raise his daughter properly, and provide for her education

## Needs

- Reliable internet connection, ability to contact his daughter

## Values

- Family, long-term planning-ahead

## Wants

- A penthouse apartment, decent car, space to raise children

## Fears

- Inability to support raising his child

# Quang Tran

age: 26

residence: Cleveland Ohio

education: Bachelor of Education

occupation: Elementary Teacher

marital status: Single

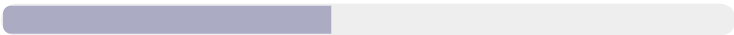


*"I'm lonely"*

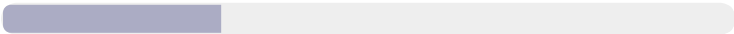
Quang enjoys eating to cope with his loneliness.

## Comfort With Technology

INTERNET



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SOCIAL NETWORK



## Criteria For Success:

Quang needs to be outgoing and social outside of work.

## Needs

- Social Skills
- Teamwork Abilities
- Good Work Ethic

## Values

- Values Family
- Values Work

## Wants

- Friends
- Girlfriend
- New Job

## Fears

- Fear of Rejection
- Anxiety

# Richard Dawson

age: 26

residence: San Antonio, Texas

education: Bachelor's In Computer Engineering

occupation: Computer Engineer & IT at Tesla

marital status: Single



*"Live life with no regrets."*

I like to spend the first portion of my day being proactive and doing work. For the rest of the day I tend to try and relax or be active and play sports such as basketball or workout at my local gym.

## Comfort With Technology

INTERNET



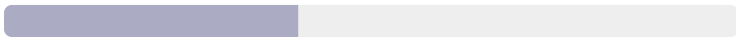
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

I tend to work better in groups but working alone isn't bad either. I am a big problem solver but I prefer instructions if applicable. I am an overall flexible worker and can adjust to any means necessary.

## Needs

- Support and motivation
- Friends, social life
- Healthy workspace and environment

## Wants

- To be successful
- Have a good family and house
- Be wealth and healthy
- Be a model to others

## Values

- Family and Friends
- Social and Free Time
- Mental Health

## Fears

- Failing
- End of the World
- Overworking and stressing