



“I am not a social person because I am not online often, but I am lucky to meet new friends in cheerleading.”

# James Smith

20 years old | Business major | SFU student



James Smith is a 20-year-old student in SFU, and he is in second year on Business major. Due to a [healthy lifestyle](#), he [always keeps smile](#) and has a positive attitude towards life. When he was in high school, he started to join in cheer. He continued to do practice in SFU cheer since his friend convinced him. It has been over three years with [cheer experience](#) until now. He is also keen on outdoor activities such as go hiking.



## HOBBIES

- Spend time outside such as go hiking
- Travelling
- Working out
- Weight training



## INFORMATION RECEPTION MODE

- In person/friends
- Word of mouth
- Facebook (not online often)
- Search online (not often)



## GOAL

- Make more friends
- Continue cheer at a higher level
- Reshape body
- Keep healthy

## | DAILY ROUTINES |



**School**  
study hard for  
Business Certificate



**Gym**  
go swimming  
workout



**Outdoors**  
play basketball  
play volleyball



**Baking**  
enjoying cooking  
at home and eat  
food with friends



**Spare time**  
listen to the music  
watch movies  
hang out with friends