

# Jonay Rivers

age: 19

residence: South Carolina, Columbia

education: High School Diploma

occupation: Student at the UofSC/Cashier at Publix

marital status: Single without kids



*"Work smarter not harder."*

During the day, I like to go on runs around the neighborhood. In my free time, I like to read books and crochet.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- I need to pay rent for this month.
- I need to make it to class on time.

## Values

- Values honesty in a career.
- Values being reliable.

## Criteria For Success:

I need to be able to see that what I'm doing is making a difference in someone's life.

## Wants

- To make a lot of money
- New experiences in life.
- More knowledge
- A better attendance program for school

## Fears

- That she might not be able to accomplish her goals.
- Afraid she won't be able to meet her parents' standards.