

Tiger Johnson

age: 21

residence: Augusta, Georgia

education: High School Diploma

occupation: Computer Engineering Intern and Student at the
University of South Carolina

marital status: Single



"Quality food is an essential part to a productive day"

Tiger Johnson is a studious student at the University of South Carolina and intern at Five Points Technology. Tiger spends most of his time improving his coding skills since he is taking classes on the weekend along with his rigorous software internship. Tiger is a rather wealthy young man as his parents have attained substantial wealth. Because of Tiger's financial freedom, he prefers to eat out most of the time and enjoys trying new restaurants and delis in Columbia. Tiger plays a moderate role in social media as he enjoys posting videos and reviews of new food places he tries. Tiger also enjoys getting exercise outdoors, so he will often walk or jog to his desired food areas before he eats a big meal. Tiger enjoys finding scenic ways to get to his desired locations because sometimes walking along busy roads makes him overwhelmed. Tiger lives a productive and balanced life and enjoys what he does.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Scenic routes to class, work, and food places
- quality meals every day
- productive walks and exercise

Values

- Good food
- Well functioning code
- A busy yet fulfilling lifestyle

Criteria For Success:

Tigers food reviewing hobby plays a crucial role in his life as it makes him happy and often acts as a stress reliever when his work/school life gets busy. Tiger needs a functioning system to tell him how to get to the best restaurants and delis around Columbia by scenic route.

Wants

- Wants success in the Software Industry
- Wants a side profession of food reviewing
- Wants to make his parents proud

Fears

- Failing his classes
- Not keeping up to expectations at his internship
- Busy roads