

# Kyle Maclear

age: 20-25

residence: Charleston South Carolina

education: Associates Degree

occupation: IT Help Desk

marital status: Single



*"No matter how bad it gets, I'm always rich at the dollar store." – Unknown*

Kyle is an energetic young adult with aspirations of seeing the world. his low paying job and tight budget however doesn't allow him to seek out his dream as often as he would like.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Kyle feels successful when he does well at his job and has enough money to get away for the weekend.

## Needs

- A higher-income
- More Friends

## Values

- Meeting new people
- Having fun experiences
- Saving Money

## Wants

- Cheap Transportation
- A Girlfriend
- His own car

## Fears

- Being overworked
- wasting his life
- Spiders