

# King II

age: 20

residence: NC

education: Bachelors of Science

occupation: Works at Amazon

marital status: Single



*"Don't wait, go chase your dreams"*

Gym, Sports, Video Games, Sleep

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Feedback on work that is done to make sure they are on the right track.

## Needs

- Stability
- Motivation to be great
- Help when it comes to having a better diet

## Values

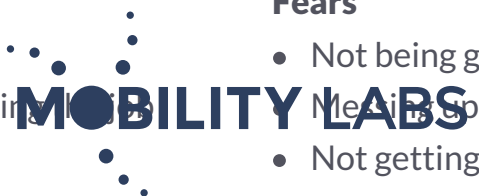
- Being loyal
- Being straightforward and getting things done

## Wants

- Wants a hobby
- Wants a challenge
- Wants a change of scenery

## Fears

- Not being good enough
- Not getting the job done



# Roy Smith

age: 22 - 30 (while still a yuppie - young professional)

residence: Atlanta, GA

education: MACC (Master of Accountancy)

occupation: Accountant

marital status: Single



*"I drank 10 cups of coffee this morning"*

Work, Gym, Jujitsu, Rest, Repeat

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Building new skills such as learning how Visual Basic and Excel interact

## Needs

- A stable and experienced mentor at work
- Access to healthy and affordable food
- To get out of comfort zone

## Values

- Meticulous Organization
- Dedication

## Wants

- Something to do outside of gym; possibly pick up a new hobby
- Stay competitive at work
- Make friends outside of work

## Fears

- Imminent deadlines
- 80-hour work weeks
- Underdressing

