

# 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



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