

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
- Work Ethic

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

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 the job done

Wants

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

Fears

- Not being good enough
- Messing up
- Not getting the job done