

Carl Marx, by Reymart Velasco

age: 25

residence: Houston, Texas

education: Trade School

occupation: Plumber

marital status: Single



"We can make it work"

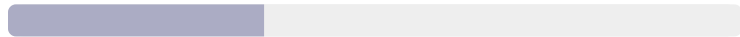
Carl is a plumber for a company in Houston. He graduated from his training a 3 years ago and has since loved his job. He loves to play basketball, play video games, watch sports, and spend time with family. He is also a big coin collector. He recently got into a relationship and is wanting to make things work.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Carl needs a way to manage his interest, values, and work coherently. Something that will align with his work ethic and match his values and help him meet his goals.

Needs

- A stable financial situation
- A good social life
- A life with his partner

Values

- Family, friends, and girlfriend
- A happy life
- Work

Wants

- Time to play video games often
- A new house

Fears

- Losing connections
- Losing his job
- Failing to make ends meet