

Max Even, by Reymart Velasco

age: 14

residence: Columbia, South Carolina

education: Middle School

occupation: n/a

marital status: single



"If only I was older"

Max is about to graduate middle school. He loves to play soccer, spend time with his mom and sister, play with his friends, and play videogames. Max is a good student in school and wants to become a Doctor. His mother's birthday is about to come up and wants to make time to get money for a gift. But around that time, he has to play for his soccer team.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Time to get a gift for his mom
- Time to play soccer

Values

- Family
- School

Criteria For Success:

Max needs a work ethic and the time management to meet his goals. He has made a schedule and tried to make time but has always failed. He needs a different approach that understands his values and goals.

Wants

- To play video games with his friends
- To spend time with his friends

Fears

- Not being able to buy a gift for his mom
- Losing soccer championship because he didn't have enough time.