

"Rules are made to be broken"

Age: 17

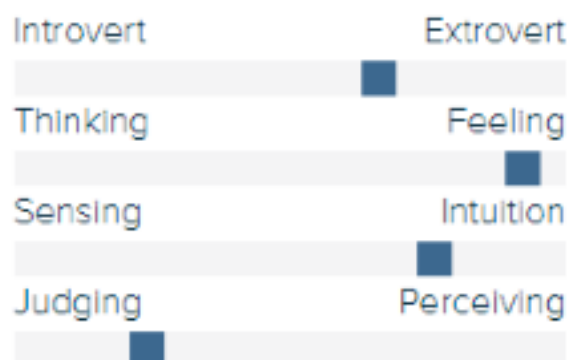
Work: Student

Family: Youngest Child.

Location: Vila Nova de Gaia, Porto

Archetype: The rule breaker

Personality



Social

Rule breaker

Confident

Ego-centric

Goals

- Having the most fun possible while spending the least money possible.
- Wants to follow a rap career.
- Being around his friends all the time.

Frustrations

- Having to go to school.
- Not having enough money to do whatever he wants.
- Being caught breaking the rules.

Bio

Rubén Figueiredo is 17-year-old high school student from Vila Nova de Gaia who was born in a social neighborhood. He lives only with his mom and lacks parental education.

He always wants to be having fun with his friends and wants to keep focusing on his music. His money is not enough for his life habits so he does whatever he can to save money.

Motivation

Incentive

Fear

Money

Power

Social

Preferred Means of Transportation

Metro

Bus

Train

Boat

Tram

Bicycle

Car

