

Addisson Smith

age: 21

residence: California

education: PhD

occupation: Product Manager

marital status: single



THE PROBLEM OF PARKING

I struggle daily on how to find a balance between my social and educational life

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- a college degree
- housing
- money
- More parking spaces on campus

Values

- Faith
- Family
- Money

Criteria For Success:

I want to build a successful clothing brand, be an academic weapon, and be social media famous.

Wants

- More Cothings
- more social media followers
- more cars

Fears

- losing my family members
- not being successful
- not being able go to school due to lack of parking spaces on campus