

# Geoff Deets by Christian Lee

age: 22

residence: Portland, Oregon

education: BS Biology

occupation: Research Assistant

marital status: Single



*"Grab life by it's throat"*

Geoff just graduated from college and had a healthy habit of working out and eating but now his life is much different and he barely has free time. Geoff's professional goals are to become a head researcher and eventually move to Switzerland to continue research. Geoff also is considering joining the United States Space Force. Geoff's personal goals are to run a marathon and be first in a Spartan Race.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Geoff needs to stay fit and go to the gym at least twice a week.
- Geoff needs to hang out with his friends at least once on the weekends

## Values

- Geoff values achieving his full potential and continually pushing himself.
- He values his family and keeping his personal space clean

## Criteria For Success:

Geoff wants to be successful in his professional life by climbing the ladder of success and work his way up to head researcher but, he also strives to be a fully well-rounded individual that excels at his hobbies as well.

## Wants

- Geoff loves to cook and learn new recipes
- He wants to learn how to surf and scuba dive
- He also wants to healthily gain an additional seven pounds

## Fears

- Geoff fears falling into a state of complacency
- Geoff fears not seeing the world
- He also has a phobia of cracked glass