

Billy Waterloo (Written by Yousuf Mukri)

age: 21

residence: Atlanta, Georgia

education: Student at UGA

occupation: Cashier at Target

marital status: Single



Just do it.

Billy is a very active person. He excels in his courses, is part of 5 different clubs and organizations, and has a workout schedule. Because he is always busy he forgets to eat and get groceries from time to time.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Billy needs feel like what he is doing is making an impact in his community, and that's why he is in 5 different clubs and organizations.

Needs

- Needs to have something to do, full schedule to keep him busy
- Needs an app or program to help him remember to eat or get groceries

Wants

- Wants a healthy selection of foods

Values

- Values time with friends and family
- Values helping the community in any way

Fears

- Fears running out of things to do
- Fears not making an impact in his community