

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.

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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

Values

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

Wants

- Wants a healthy selection of foods

Fears

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

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.

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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

James Smith by Shrey Patel

age: 25

residence: Atlanta, GA

education: PA

occupation: Physician Assistant

marital status: Single



"The message behind the words"

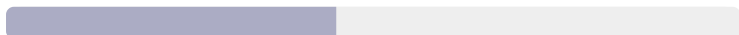
James just began his job as a physician assistant, he graduated from Augusta University. James spends his day by going to work, going out with friends occasionally and loves to workout.

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Criteria For Success:

James feels successful since he got his dream job and made his parents happy by doing so. James loves his job and couldn't ask for more

Needs

- James loves to workout. James workouts 6 days out of the week. James is so committed that he has hired a personal trainer

Values

- James is the most honest person anyone may come across.

Wants

- James is just now looking to be loved by someone special

Fears

- James fears spiders and snakes.
- James also fears heights.