



FRED HOUSTON  
20, Vancouver

### CASUAL USER

#### STUDENT

- STATUS SINGLE
- TIER JUNIOR-LEVEL
- SALARY \$12K
- ARCHETYPE EASYGOING

LIKE: SUPER HERO MOVIES  
DISLIKE: JUSTICE LEAGUE MOVIE

LIKE: CUSTOM CAR DESIGNING  
DISLIKE: TRAFFIC ON ROADS

LIKE: GAMES WITH AMAZING GRAPHICS  
DISLIKE: 2D GAMES

LIKE: COFFEE  
DISLIKE: RUNNING OUT OF COFFEE

#### HARDWARE

- APPLE WATCH
- MACBOOK
- IPOD
- IPHONE

#### TECH

- ADOBE PHOTOSHOP
- APPY GEEK
- ADOBE XD
- PROCAMERA 8

#### GOALS

- To have a new hobby like learning Spanish
- To save money for booking a Spanish tutor
- A trip to Southern America

“

"Life is too short to not take advantage of technology."

#### BIO

Fred is a college student pursuing post-degree diploma in web and mobile application designing. He has a BCIT degree in Computer Science. His hobbies are playing guitar and baseball. But, he wants to learn Spanish to fulfill his free time when he is not working or studying.

He has some future plans to travel to Miami, Florida and explore new places there and make new friends. Moreover, he also wishes to have a Ford Mustang 2019 because he is crazy about it.



#### PERSONALITY

- Caring
- Faithful
- Passionate
- Friendly



#### MOTIVATIONS

CURIOSITY



INNOVATION



TECHNOLOGY USER



NEEDS



#### FREQUENTLY USED BRANDS



#### FRUSTRATIONS

- Cannot take actual Spanish course from an institution because of high tuition fees
- Don't earn enough money to travel to Southern America to learn Spanish from localities
- Online translating website/apps which are not accurate