

Antonio

age: 53

residence: Kershaw, SC

education: BA in Computer Engineering

occupation: Computer Engineer, Retired Military

marital status: Single



Making your path is the only method to succeed

Retired Military who completed a degree to change careers and experience a civilian way of life. New hire with a company that is on the opposite coast. He is excited and motivated to get settled in and started.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Access

Make a play

Complete the task

follow up

reassess

Needs

- housing
- storage
- garage

Values

- Qualities that he or she values
- High level planning is an example

Wants

- Small apartment with good maintenance
- Garage with door
- Storage unit at the apartment complex
- Nearby social scene

Fears

- Unsafe location
- Difficult traffic access
- too far distance to stores