

John Doe

age: 23

residence: Las Vegas, Nevada

education: Bachelors' Degree in Computer Science

occupation: Student Associate at ITS Logistics

marital status: Single

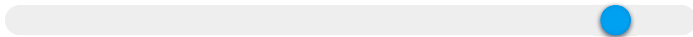


*“Focus on the possibilities for success, not on the potential for failure.” –
Napoleon Hill*

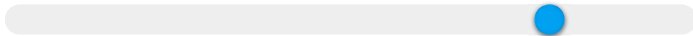
John spends his free time with friends, considering his youthful age he is very social and likes to meet new people and go out to new places. John loves to travel and aspires to visit many countries in Europe and Asia.

Comfort With Technology

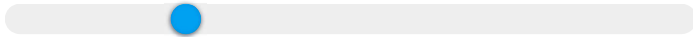
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Some form of mentorship
- Time to develop a work ethic.
- Proper schedule and planning for his assignments.

Values

- Teamwork
- Time Management
- Work Ethic

Criteria For Success:

John is relatively unexperienced in a coding job, he will need to be surrounded by people with experience to help him get his bearings and also work with people with similar experience. This could help him learn from his peers as well as his more experienced counterparts.

Wants

- To work under someone with experience who is willing to spend more 1 on 1 time with him and his projects.
- Group projects are preferred until he gains the confidence to take on his own solo projects.
- A social environment.

Fears

- Solo Projects
- Short timeframes

Bryson Ford

age: 22

residence: Chester, South Carolina

education: York Technical College

occupation: Home Depot Store Stocker

marital status: Single



"Your an example. Whether your an good example or not, it's up to you."

A summary of behaviors for a day-to-day life would be to wake up early and exercise. Then settle down and study for classes. Mid-day go off to work until later that night. Go home and sleep.

Comfort With Technology

INTERNET



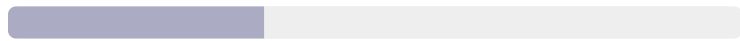
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Have others tell him he's doing well. Needing inspiration from others. Putting money on the table.

Needs

- - Happiness

Values

- - Loyalty

Wants

- - Money
- - Love

Fears

- - Failure
- - Rejection
- - Spiders
- - Rabies
- - Closed Spaces

James Allen

age: 30

residence: london

education: graduate

occupation: physisist

marital status: single



Work hard and earn money

He wakes up in his big house at 6:00 a.m. And goes to the gym. Then get ready for work at 7:30 am and leave the house at 8:30 am for work. Works from 9-5 then goes to his improv club meeting goes home and cooks his dinner while watching Netflix.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Status and money

Needs

- Happiness

Values

- Hard-working, Goal oriented,

Wants

- Money

Fears

- Being alone and broke