

Leo Williams

age: 19

residence: London, England

education: Secondary School (High School)

occupation: On Campus Job

marital status: Single



"A bad day in London is still better than a good day anywhere else."

When Leo isn't on the football field practicing with his team, he spends most of his time with his friends and family. He loves to read and listen to music, he even plays a little guitar. He is focusing on his schooling all at the same time.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- Good grades
- Success on the football field
- Validation from his parents and coaches

Needs

- Proper nutrition and workout routine
- Quiet studying time
- Personal time to focus on himself

Values

- Honesty and Loyalty
- Teamwork
- Courage
- Confidence

Wants

- To be the full package
- His teachers to approve of his work
- People to envy him

Fears

- Failure
- Spiders
- Losing his family