

Jack Davidson

age: 19

residence: Columbia, SC

education: Enrolled at UofSC

occupation: N/A, Major in Civil Engineering

marital status: Single



"Great things never come from comfort zones."

Jack spends most of the weekdays studying and doing assignments. He is a hard worker and determined to be a successful civil engineer. He spends his weekends driving around his bike on campus and sometimes he takes it to the bike park with his friends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

He needs some sort of assurance and support for everything he has to get him going in his work/college life.

Needs

- Need better bike
- Needs a tracker for his bike
- Needs assurance his bike won't be stolen again

Wants

- Wants a motorcycle
- Wants protection for his expensive purchases
- Wants a better parking for his bike

Values

- He is punctual, organized with his belongings and will never be late to any appointments or classes.

Fears

- He fears about his grades a lot
- He fears about his bike getting stolen from campus
- He also fears losing his beloved things