

Stephen Le-by Brandon Nguyen



age: 30

residence: South Carolina, USA

education: Master of Business

occupation: Store Manager

marital status: Single

"Life is short, and so am I"

Stephen have many goals in his life but he usually procrastinates to the last minute to get something done.
He hits the gym everyday and is interested in the aspects of his well being and performance.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- Be healthy
- Be ready to learn something new
- Stay on track

Needs

- More than 24 hours a day
- Money
- To be caught up on things

Wants

- Getting jacked
- A girlfriend
- Expanding social networks

Values

- Learning experience
- Food and Cultures
- Time

Fears

- Living without goals
- Feeling alone within a crowd
- Deadlines