### Calvin Harris



Age: 22

Occupation: Student

Status: Single

Location: Phoenix, AZ

Tier: Explorer

Archetype: The Cool Guy

#### Motivations

- · Likes to compete
- Activly Social
- Travel

#### Goals

- Complete College
- Pay Student Loan
- Have a succesful career

#### Frustrations

- · Losing the Annual College Race
- Living away from the family
- Failed the MIT exam

# Personality

Sensing Intuition

Thinking Feeling

Judging Perceiving

## Technology

IT and Internet

Software

Mobile Apps

Social Networks

Bio

Calvin is a dedicated full time physical education student at the Arizona State University. Always connected, he keeps himself updated about the latest sports news and loves to hangout with his

friends and watch Nascar and Gran Prix over the weekend.

"Finishing races is important, but racing is more important." - Dale Earnhardt