

# Marcus Williams Age, 21



## Bio:

He is currently a third year at San Francisco state university.

**Name** Marcus Williams

**Gender:** Male

**Role** Designer

## Motivations

- Generating a wide audience
- Selling a product
- Giving People enough options

## Daily Routine:

Marcus wakes up after sleeping early to prepare for his classes and finishes any extra work before he leaves. Once he arrives on campus, he sits in the library and reads course work or lectures that will help prepare him.

## Pain points

Getting his design work to be just about right can be a challenge as he has to deal with multiple obstacles in the way such as getting ready and having to deal with multiple classes.