

# Geno Smith

age: 22

residence: Apartment

education: Undergrad

occupation: Athlete

marital status: Married



*I'm so busy! How do I get everything done?*

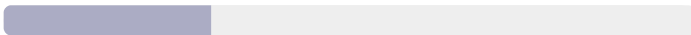
Geno spends a lot of time with his team playing football, and working out. He is struggling to find time to study and go to classes.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

To balance school time and football time

## Needs

- Make time for practice
- Make time for games

## Values

- Teamwork
- Winning
- Strategy

## Wants

- Get work done in between practice and games
- Time to work out extra

## Fears

- Rattlesnakes
- Being tardy