

Marcus

age: 19

residence: Atlanta, GA

education: High School

occupation: Best Buy

marital status: Single

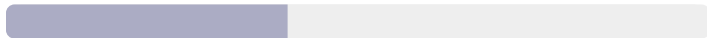


"I'm a baker, cause I'm collecting this bread."

Marcus spends most of his time at school focusing towards his computer engineering degree, but when he isn't studying he's either working or staying physically active because Marcus believe in balance and routine. In his spare time Marcus likes to socialize with his friends and go out to functions or work on his side project so all small mobile app games to help pass the time.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Marcus just wants to create that one game that'll get everyone addicted to playing.

Needs

- Comfortable but stylish
- Affordable
- Unique
- Up to date/ trendy

Wants

- An outfit for almost ever occasion
- To be able to explore outside my comfort zone

Values

- Organized
- Trustworthy
- Outgoing
- Open minded

Fears

- Not being able to connect with people
- Failure
- Bad style
- Bad first impressions