Sean

age: 24
residence: South Carolina
education: U of SC Undergraduate
occupation: Currently a computer programmer
marital status: Single

"90% of life is just showing up"

Sean is employed as a computer programmer but has larger ambitions. Sean spends a lot of his time trying to network with others in order to start a business. However, Sean has trouble presenting himself in a professional way. Sean has a wardrobe with nice clothes, but is not confident in his ability to create outfits that compliment each other and fit a specific social setting.
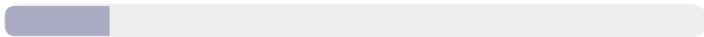
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Sean would like to improve his public image in order to more effectively network with others and achieve his goals.

Needs

- Outfits that are tailored to a variety of different social scenarios
- A look that is both stylish and proffesional

Wants

- Clothing combinations with colors that compliment each other
- A variety of outfit options for casual outings using clothes he already owns
- To develop his own unique sense of style

Values

- Commitment
- Determination
- Enthusiasm

Fears

- Being seen as unreliable
- Negative first impressions
- Snakes