

# John Williams

age: 18

residence: Columbia, Sc

education: High School Graduate

occupation: Footlocker Employee

marital status: Single



*"There's no success without failure"*

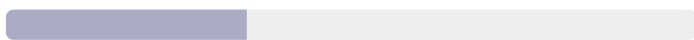
Works most of the week, but enjoys playing sports with friends.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Good Workout Environment
- Healthy Diet

## Values

- Hard work
- High-level Education

## Criteria For Success:

Getting all their daily tasks done before having free time.

## Wants

- Become a marathon runner
- Develop a consistent workout routine

## Fears

- Fear of Spiders