

Jimmy Smith

age: 24

residence: South Carolina

education: Associate's

occupation: College Student

marital status: Single



I have to pass my classes to get to where I want to be

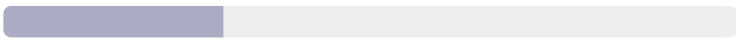
Studies a lot, likes to workout, wants to go into medicine

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Passing his classes

Needs

- Passing his classes
- Success

Values

- Hard work
- Honesty

Wants

- A nice house
- work 4 days a week

Fears

- Failure
- not being good enough

Stella Beck

age: 28

residence: South Carolina

education: UofSC Graduate

occupation: Computer Information Systems at Vanguard

marital status: Married



"I love coding and fixing issues"

Loves to code and organize different websites for the benefits of others

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Making money and helping ease tasks for others

Needs

- Money
- Stability

Wants

- Support others
- Join Networking

Values

- High level of devotion
- High level of determination

Fears

- Not being good enough
- Failure

Jason Waters

age: 25

residence: North Dakota

education: Bachelor's

occupation: Employee

marital status: Single



Blackboard always screwed me over with due dates

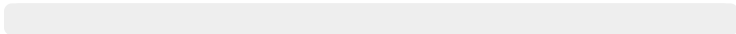
A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Money
- Happiness

Values

- Consistency
- Time management

Criteria For Success:

Creating a program to help with due dates

Wants

- Tons of money
- Retire at 26

Fears

- Being alone