

Mason McAllister, by Meghan Gallagher

age: 24

residence: New York, New York

education: Bachelor's degree in Accounting

occupation: Budget Analyst

marital status: Single



"You either run the day or the day runs you"

Mason is a newly graduated student from Syracuse University, NY. He was the kind of person to put his studies before social events, and never let an opportunity pass him by. He's recently acquired a job as a Budget Analyst for a company in the middle of New York City.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Mason needs a secure way to know that he is going to be able to get to work on time every day. He also needs to save and manage his money well, as he is a recently graduated college student with loans.

Needs

- A plan for his commute to work
- Praise of his higher-ups/bosses
- A good money management plan

Values

- Timeliness
- Persistence
- Going above and beyond

Wants

- To find new things to try in NYC
- To impress his new boss and eventually receive a promotion

Fears

- Fears that the unavailability of parking in a big city will cause him to be late to work.
- Fears that the cost of parking in the city will be too expensive