

# Maximus Sparrow

age: 22

residence: Falls Church, VA

education: Bachelors Degree

occupation: Publix Cashier, Student

marital status: In a relationship with 3 different women



*"get your money up"*

working, gym, going to the bar, getting masters degree

## Comfort With Technology

### INTERNET

### SOFTWARE

### MOBILE APPS

### SOCIAL NETWORK

## Needs

- Safety
- Money
- Food, Water Shelter
- Ease of transport

## Values

- Honesty
- Loyalty
- Freedom
- Tax Payer

## Criteria For Success:

Time  
Money  
Safety  
Knowledge

## Wants

- To get home safe
- Save money
- Do well in life

## Fears

- Kidnapping
- Getting robbed
- Getting jumped
- Getting lost



# Jack Reilly

age: 22

residence: Columbia SC

education: Highschool education

occupation: College Student

marital status: Single



*You only live once*

Wake up at noon.  
Skip class.  
Pregame going out.  
Go out.  
Sometimes come home.

## Comfort With Technology

### INTERNET

### SOFTWARE

### MOBILE APPS

### SOCIAL NETWORK

## Needs

- Drinks and going to clubs.
- A ride home.

## Values

- Qualities that he or she values
- High level planning is an example

## Criteria For Success:

Friends with cars  
Money for Drinks

## Wants

- Money
- alcohol/other substances
- a ride home

## Fears

- Going a day with out some brews.
- Driving after the bar.