

Jack Martin - by Robert Chambers

age: 31

residence: Atlanta, GA

education: Degree in Business Analytics

occupation: Analyst for the Southwest Airlines

marital status: Married with 1 kid



Money means nothing without family

Spends most nights watching whatever game is on and catching up with anything he missed. Loves spending time with his family, and taking them on vacation.

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Make enough money to make sure his family is happy and very well taken care of.

Needs

- Support his family
- Set kids up for future success

Values

- Family is top priority
- Make analytical decisions

Wants

- Be more involved in sports
- Have fun with his friends
- Make extra spending money

Fears

- Losing his job
- Not supporting his family
- Losing all his money

Will Joyner - by Michael campbell

age: 28

residence: St augustine, Flordia

education: Masters in Finance

occupation: Financial analytics for bank of america

marital status: Single without kids



A quote from to help define their voice and personality.

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

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Criteria For Success:

Staying financially stable to make sure to be able to have a wealthy life

Needs

- Enough money left over for living
- New car

alues

- My 1 dog
- Family

Wants

- My own house
- New car
- Recognition

Fears

- Gambling addiction
- heights

McKenzie Wilson - by Tyler Misyak

age: 21

residence: Florida, Gainesville

education: High School Graduate

occupation: College Student

marital status: Single and Ready to Mingle



"Money is simply paper, if you don't use it"

Day trader by day, avid sports watcher by night

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Needs

- Make a lot of money fast
- To be financially independent

Values

- Making money
- Watching sports

Criteria For Success:

Wants to make enough money so that her future family will be financially independent for years to come.

Wants

- To be a millionaire
- Make enough money to support her children for life before they are born
- Go to as many University of Florida football games as possible

Fears

- Losing money day trading because she does not know enough about the stock market
- Working a 9 to 5
- Not having the time to watch her favorite sport teams