

Michelle Fey by Avalee Jacobs

age: 26

residence: Atlanta, GA

education: Master's Degree in Management Information Systems

occupation: Software Developer

marital status: Single



"I try to appreciate one small detail of every day."

Michelle is single and does not have any kids. Her career keeps her at the office most days and it has begun to take a toll on her social life. Her only free day to go out with friends is Saturday night, if she's not already too tired. She is looking for someone flexible with her work schedule.

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Criteria For Success:

To be successful, Michelle feels that she needs to be have all debts paid off before she turns 30.

Needs

- A busy schedule
- Coffee to keep her energized through the week
- Social outings at least three times a month

Values

- Extreme organization
- Faith
- Healthy work/life balance
- Relationship stability

Wants

- A two story suburban home
- More than 6 hours of sleep per day
- To develop a unique calendar app
- To travel across the world
- Two dogs

Fears

- General anxieties in the workplace
- Never finding the "right" one
- People being unable to understand her severe OCD

Landry Baker by Samuel Lassiter

age: 34

residence: Charlotte, NC

education: Bachelor's Degree in Psychology from UNC

occupation: Marriage Counselor

marital status: Single



"I understand how to deal with everyone's personal life but my own."

Landry is an therapist in the Charlotte with an excellent reputation helping married couples weather through rough patches. However, he has not found any luck at finding the right person for himself.

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Needs

- A partner okay with his salary
- Open mindedness from others
- Someone who lives in the Charlotte area

Values

- Emotional and mental health
- Morning walks in nature
- Professional reputation
- Self awareness

Criteria For Success:

To be successful, Landry needs to feel like he is in control of the situation. At work, his office is arranged to make himself and his clients feel comfortable. A quiet, good night's sleep and morning walk best prepares him for the day.

Wants

- A yacht by the time he retires
- Marriage before the age of 40
- To open up his own office of practice

Fears

- Heights
- Global warming
- Spiders
- Uncertainty of the future

Michael Davidson by Ron King

age: 19

residence: Columbia, SC

education: Second Year Student at University of South Carolina

occupation: Part-time Job at Zaxby's

marital status: Single



"Life as a college student is tough sometimes."

Michael is a sophomore at the University of South Carolina. He majors in Computer Engineering which requires extended time working through difficult courses. He is not in a relationship and does not have enough time to spend making new friends.

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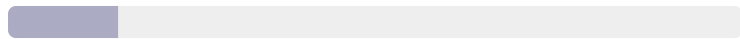
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Needs

- A planner to organize his time
- Alone time to focus on his coding assignments
- Motivation from his teachers

Values

- Knowledge (can often be found reading books)
- Privacy
- Personal success

Criteria For Success:

Michael needs to have a balance of isolation and communication to other tech-savvy students to be successful. He is a team-oriented person but does not have the opportunity to involve himself in group work because of his classes.

Wants

- A small pet to keep in his dorm
- A summer internship with Microsoft
- Student loans to be paid off within ten years

Fears

- Having a GPA below a 3.8
- Never getting married
- Potentially failing a class

Jake Graham by Thomas Hubert

age: 24

residence: Charleston, SC

education: Bachelor's Degree in Exercise Science from University of South Carolina

occupation: Physical Therapist

marital status: Single



"You only live once, so do what makes you happy!"

When he's not at his job, Jake is partying and going on dates with no success in finding the right person. He is very energetic and spreads positivity but can't find someone to match his energy.

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Criteria For Success:

Jake needs positivity to keep that smile shining bright. He finds this in daily activities such as working out, finding fun activities and having productive alone time.

Needs

- A strong support system
- Healthy dieting and time at the gym
- Fun outings in his free time

Values

- Designing birdhouses on the weekends
- Listening to podcasts
- Loyalty
- Reading books

Wants

- Engaging conversations
- Someone who likes going to the beach!
- To try any fun new activities

Fears

- Clowns
- Having no purpose in life
- Never having kids