

# John - Created by: Seth Long

age: 22 years old  
residence: Columbia, South Carolina  
education: 2 years of College  
occupation: Wendy's Cook  
marital status: Single, looking for wife



*"The most courageous act is still to think for yourself aloud."*

Some practices I partake in throughout the day are, cooking, remaining calm, and understanding others.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

He would like to be financially stable without having to worry about money in order to consider himself "successful"

## Needs

- a stable job
- a house without his parents
- a steady income of money

## Wants

- a wife
- new hobbies
- to become a 5 star chef

## Values

- Values a healthy relationship
- His hobby of cooking
- Other peoples' opinions

## Fears

- fears that he will have no recipes to cook for his wife
- fears that he will not be successful
- Being single

# Arthur Bassani - Made by Jamel

## Chouarfia

age: 19  
residence: Columbia, SC  
education: High School  
occupation: Delivery Driver  
marital status: Married



*God bless Dunkin' Donuts.*

Everyday I wake up and search the fridge for a quick snack before going to my class. Once I'm done with classes, I go back to my dorm to eat before going to Pizza Hut to deliver pizzas. At the end of my shift, I go back home and eat something else from the fridge before ending the day.

### Comfort With Technology

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### Criteria For Success:

Good grades so that he can obtain his dream job of being a software developer.

### Needs

- Good food
- Good sleep
- Clean environment

### Values

- Health
- Intelligence
- Progress

### Wants

- Quick access to food
- A quiet night
- Access to the library

### Fears

- Health issues
- Failing university



# Meredith - Created by: Hana Shurafa



age: 21 years old  
residence: Lyndhurst, NJ  
education: Bachelor's pursuing Masters  
occupation: Interior Design Engineer  
marital status: Married with 2 kids

*A sunflower soul, with rock'n roll eyes, curious thoughts and a heart of surprise.*

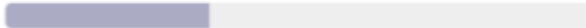
on routine person who workouts from 5 a.m - 7 a.m gets the rest of her day going.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Being successful as an interior design engineer is the best thing I could ask for.

## Needs

- The perfect house on the beach
- Great relationship with my parents and family
- A peaceful world that war doesn't exist in

## Values

- High level planning
- no procrastinating
- generosity
- peace

## Wants

- Travel more
- Discover new cultures
- Singing in-front of an audience
- Healthy lifestyle

## Fears

- Failure in doing things I love
- hatred
- racism

# Julie Robinson - Created by: Lily Locascio

age: 23

residence: Columbia, SC

education: Bachelor's Degree

occupation: Server

marital status: Single

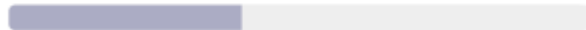


*I need to earn an advanced degree so I can develop my skills*

School and work life

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Develop my skills and position myself for career advancement. Have experience working in the field, but know that I'll need to earn a degree in order to keep moving up.

## Needs

- Looking for a flexible program to balance school and work

## Values

- high level planning
- organization

## Wants

- Finishing school with good test grades/scores
- Successfully earning a graduate degree
- Use education as an opportunity to develop my professional network

## Fears

- Funding education
- Finding a program that meets my needs in my desired area of study
- Balancing full time job with social life