

# Paul Allen By Stephon Johnson

age: 19

residence: Columbia, South Carolina

education: Bachelors in Business

occupation: No Job

marital status: Single



*"I do what I do and I make it happen"*

Paul spends his days making business cards and talking about himself.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- To Socialize
- To Be Known

## Values

- Having Fun
- Being Amazing

## Criteria For Success:

What drives him and makes him feel successful is being around like-minded people and discussing his interest.

## Wants

- To Have Friends
- To Discuss His Thoughts
- And Being The Best

## Fears

- Being Lonely
- Sometimes Himself
- Someone Being Better Than Him