

# Name

age: Travis Michaels

residence: Columbia, SC

education: High School Diploma

occupation: Walmart Personal Shopper

marital status: Single



*"Make sure you love what you do in life"*

Travis is an ex-athlete that has decided to go into a technology related career field. Typically he spends most of his time on his computer but most of his friends are athletes as well and since he's fallen out of shape he'd like to working out just to stay active.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Travis needs to feel like everyday he's done something productive and worthwhile.

## Needs

- To know his day hasn't been wasted
- Always be up to date on current events and news
- To have the best technology to use at his disposal

## Values

- Having a plan or a schedule for his day
- Friends who plan their futures as well

## Wants

- Expand his knowledge as much as he can
- Continue to meet new people and increase his network
- Regain some athleticism and bulk up

## Fears

- Failing to get into his desired field
- Becoming someone who does nothing with their time
- Not being smart enough