

Jimmy Smith

by Ted Akahori



Quote

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Working Hard Gets You Places

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Background

A student who takes 6 classes a semester and has a part time job, Has trouble with time management

Demographic

♂ Male 19 years

📍 Columbia, SC

Part-Time McDonald's

Goals

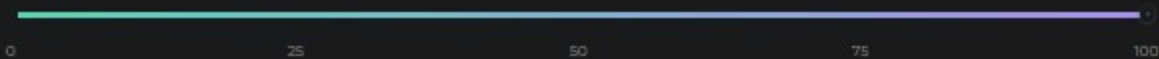
Financial Stability
Time to Relax
Satisfying Job in Field

Fears

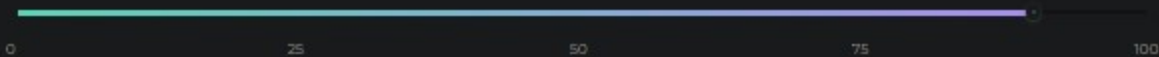
Failure
Disappointing Peers
Professional Inadequacy

Skills

Internet



Software



Communication



Social Network



Benjamin Wood

age: 25

residence: South Carolina

education: Graduated from University of South Carolina

occupation: Admin

marital status: Single



The way to get started is to quit talking and begin doing.

Mainly focusing on work and exploring any topic that is related to the work and future employment in the related fields.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- Do my work
- Priorities
- Research
- Hard work

Needs

- Relationship
- House/Apartment

Values

- Time
- Personal space

Wants

- Raise
- New pet
- New car

Fears

- Not get work done on time.
- Work load.
- Financial Unstable.

Felipa R. Eset

age: 23

residence: Columbia, SC

education: Associates

occupation: Helpdesk employee

marital status: Partner, never kids



Time isn't real.

A student and help desk employee with ADHD who is constantly in a rush and never on time.

Comfort With Technology

INTERNET



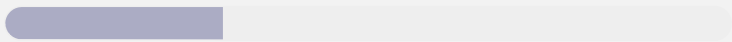
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Career that awards ample work-life balance

Student debt repaid

Residence in a different climate

Stable income

Needs

- Enough free time to avoid burn out
- Passionate hobbies
- Stable income

Wants

- Living wage
- More free time
- Start exercising
- Self study niche topics

Values

- Free time
- Learning
- Health

Fears

- Attendance policies
- Due dates
- Payment deadlines
- Bills
- Failure to achieve criteria for success.