

# 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

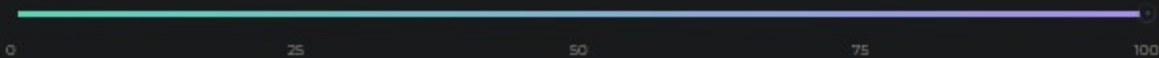
Financial Stability  
Time to Relax  
Satisfying Job in Field

## Fears

Failure  
Disappointing Peers  
Professional Inadequacy

## Skills

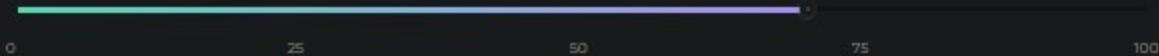
Internet



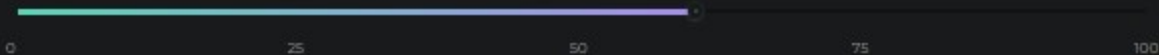
Software



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.

