

Daniel Miller

age: 18

residence: Falls Church VA

education: High School Diploma

occupation: Student

marital status: Single



“Life moves pretty fast. If you don’t stop and look around once in a while, you could miss it.” – Ferris Bueller

A combination of studying, working, and hanging out with friends

Comfort With Technology

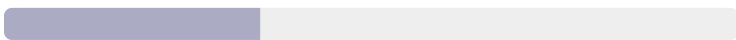
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Accomplishing clear set goals

Needs

- I need to work with people that I feel comfortable with
- I need to have support and clear instructions

Wants

- To work with people who I get along with
- To have a sense of control in the process

Values

- Self discipline
- Kindness
- Working Hard

Fears

- Getting too far behind and getting injured

Christopher Anderson

age: 19

residence: Toulouse, FR

education: High School Diploma

occupation: Student

marital status: Single



"I enjoy working out and staying healthy"

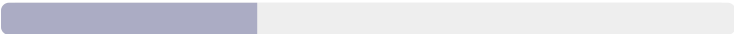
Spends days in class and playing video games in his downtime

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Criteria For Success:

Good grades

A healthy life

Ability to focus on education with no distractions

"The amount of time I spend worrying about my diet on campus prevents me from doing other things that are more important to me."

Needs

- Exercise
- A healthy diet
- A better way to manage time and places to eat

Wants

- Easy ways to find healthy food around campus
- Success in school

Values

- Doing well in school
- Healthy habits
- Friendship

Fears

- Not being able to remain healthy
- Failing classes
- Not being able to spend time with friends

Joshua Oakenshield

age: 27

residence: Columbia, SC

education: BSE in Business Management

occupation: Manager of Regal Entertainment Group

marital status: Married with two kids



"I want to be able to eat freely with my food allergies"

Often hangs out with friends when he has the time, cares for his children everyday, and attends graduate school at the University of South Carolina

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Criteria For Success:

Focus on both education and caring for his children without distractions

Have a clear and open mind when completing tasks

Eat healthy and exercise often

Needs

- Menu needs to have ingredients listed for each item on every dining hall at the campus due to his nut allergy
- Quick and easy way to get food and still get a good education with great grades

Values

- Free time
- Friends
- Family
- Intelligent

Wants

- To be able to eat healthy foods that go along with his lack of nut diet
- To get an MBA
- To meet more people while obtaining an education
- To exercise and stay fit

Fears

- Not succeeding in life
- Losing his family
- Having an allergic reaction

Yutai Yang

age: 20

residence: Shan Xi, Xian, China

education: High School Diploma

occupation: Student

marital status: Single



"I enjoy fitness and basketball"

Take online lessons at home every day and go out for exercise in spare time.

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SOCIAL NETWORK



Criteria For Success:

Good grades

High salary

A happy family

Needs

- Practice English
- Have a reasonable fitness plan
- Keep early hours
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Values

- Friendship
- Enthusiastic
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Wants

- Get a good grade
- Cultivate a good way to keep fit

Fears

- Getting fat
- Get an F in class
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