

# Julio

Recent Grad/waiter

## ABOUT

Age: 22  
Income: \$31,000  
Status: Single  
Location: Los Angeles

Julio just finished his Bachelor's degree in Nursing and works part-time as a waiter while he is searching for a job. He likes the city of Riverside and is actively looking for a job and a place to live near there. He jogs and plays soccer. He loves to go out with his buddies to nightclubs and prefers to sleep in late.

## NEEDS

- Good parks and field to play soccer
- Active night life
- Good healthy places to eat
- Decent housing and a short commute to work
- Places that he can meet others near his age

## FRUSTRATIONS

- The jobs he likes are not in areas that he wants to live
- Working as a waiter cuts into his social life
- He'd like not to own a car but is finding that hard to do where he lives
- It's noisy during the morning hours and he has a hard time getting enough sleep

## PERSONALITY

Extrovert ●	Introvert
Sensing ●	Intuition
Thinking ●	Feeling
Judging ●	Perceiving

## TECHNOLOGY

Internet	● ● ● ● ● ● ● ● ● ●
Software	● ● ● ● ● ● ● ● ● ●
Mobile Apps	● ● ● ● ● ● ● ● ● ●
Social Media	● ● ● ● ● ● ● ● ● ●

