

# Dee Sy Nerr

age: 26

residence: Charlotte, NC

education: Bachelors Degree

occupation: Toy Designer

marital status: Single | No children



## *Time is Creativity*

Dee is a new designer for a small toy company. She has a bachelor's degree in design, and applied for an open position at the company. She spends her time coming up with new ideas for toys, designing a cad model for them, and producing a test copy, then going back to step one. She is growing tired of redesigning the bases for ideas over and over again.

### **Comfort With Technology**

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

### **Criteria For Success:**

To decrease the time it takes to test an idea from idea to testing.

### **Needs**

- Improved Productivity
- Customization

### **Wants**

- Something that is compatible with other applications
- Products that integrate with other existing technology

### **Values**

- Creativity
- Time savings
- Products that easily fit into her current workflow

### **Fears**

- Over complicating things
- Starting something that isn't sustainable
- Doesn't actually improve time
- Someone else has already built what she needs