

Giovanni Gutierrez



"The man who goes alone can start today; but he who travels with another must wait till that other is ready."

- Henry David Thoreau (1817-1862)

Age: 34

Work: Chemical Engineer

Family: Married

Location: Cerritos, CA

Character: New-Homeowner

Goals:

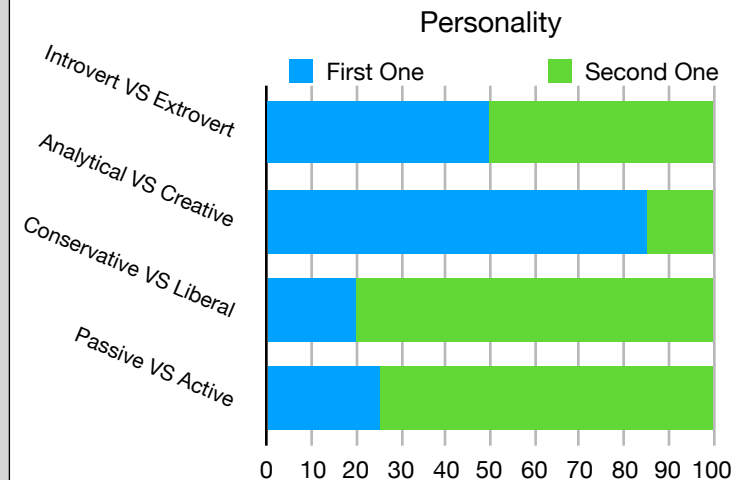
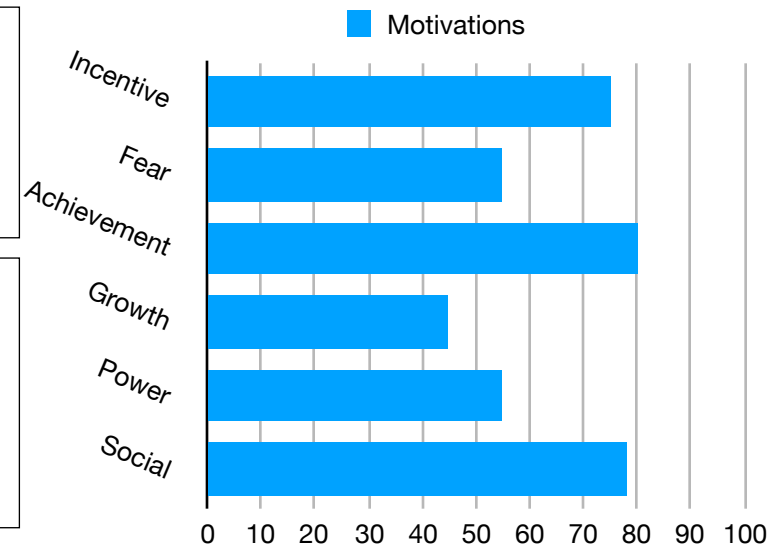
- To be fully settled in my new home, so I need to find the necessary professional guidances.

Frustrations:

- Going through the hassles of finding Professionals
- Setting up appointments with the Professionals

Bio:

“Hello, I’m Giovanni. I recently moved with my family from Barcelona, Spain to California, USA. As a Chemical Engineer, my work required me to move to the USA as we are branching our business for our investors. I earned my Master Degree from the University California of Irvine as an international student. So California is a friendly territory for me. However, I was born and raised in Barcelona.”



Frank Gladstone



Goals:

- Find and get what I need quickly and easily
- Not feel like he's being ripped off for not doing research

Frustrations:

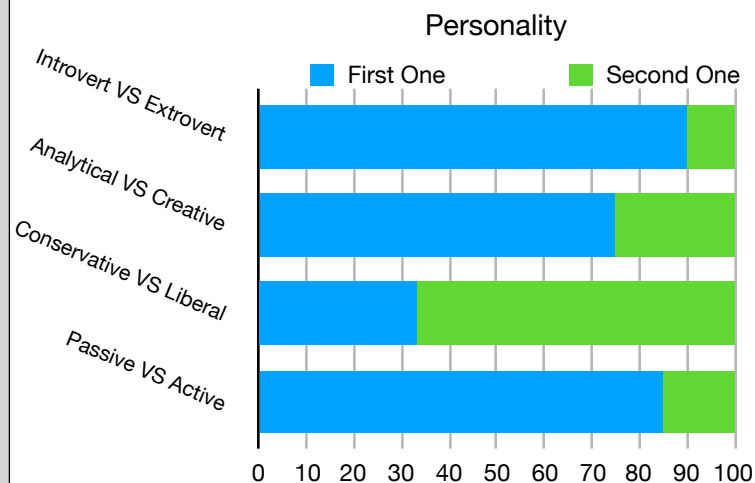
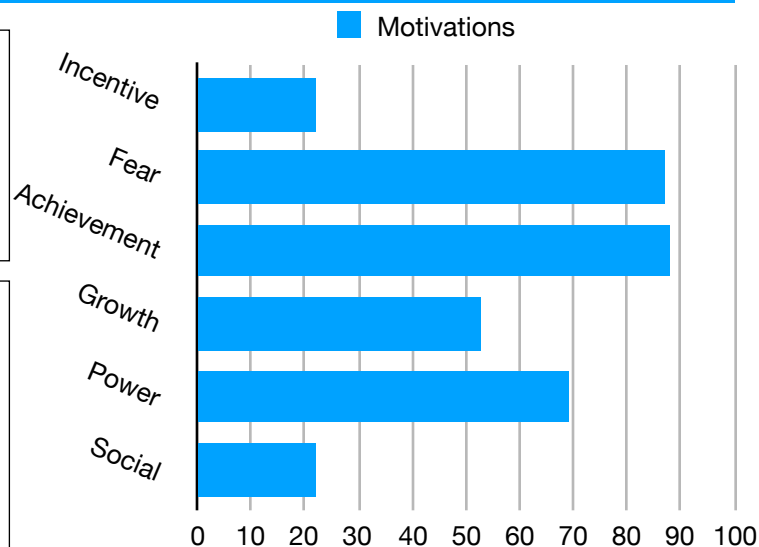
- Often returns home tired and stressed
- Can't simply rely on someone else
- Searching takes more time and effort than he'd like

"Why do they have to make it so complicated?"

Age: 30
Work: IT at Riò Casino
Family: Single
Location: Las Vegas, Nevada
Character: Regular-Homeowner

Bio:

“ I live in Vegas because of work. And everyday, I go home feeling frustrated with the limited help around the house. I lived in Vegas for over 10 years working as an IT. I love my job, but it is time consuming. So I have little time keeping the house clean. I am also an alumni of the University of Nevada, class of 2009.”



Emily Moretti



Goals:

I want a small, well-planned, and successful small business.

Frustrations:

I hate unorganized and complex things. The simpler the better.

Bio:

"Hello, I am Emily. I recently managed to lease this building and starting my own small business in a dry cleaning market. I have noticed that around are neighborhoods and hope that I can be successful in attracting customers who wants to clean their expensive and valuable clothing."

"It is better to be neat and simple!"

Age: 28

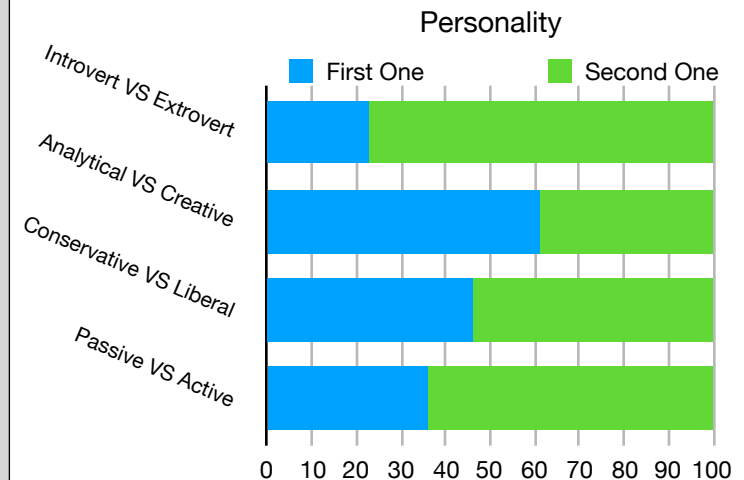
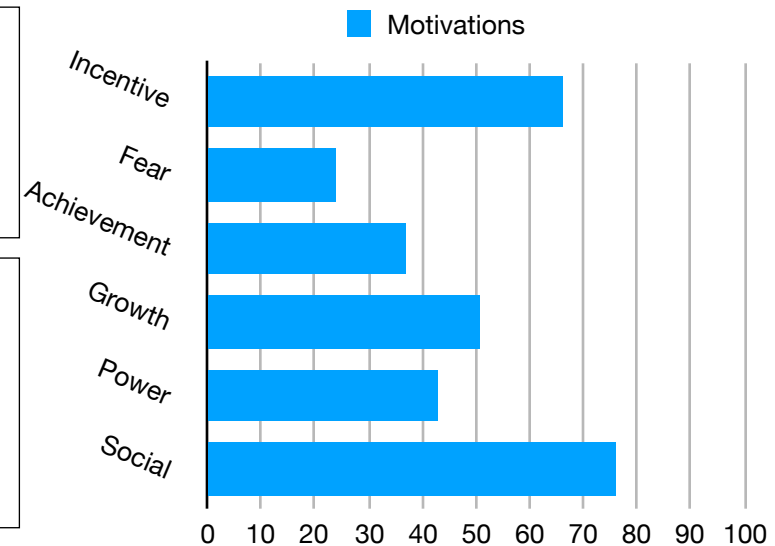
Work: Dry Cleaner Owner

Family: Single

Location: Compton, CA

Character: Excited

Business Owner



Stephanie Miller



Goals:

I want to become more adept in the psychological world. I hope to graduate successfully this year and land a job soon.

Frustrations:

I want to become more adept in the psychological world. I hope to graduate successfully this year and land a job soon.

“Live life in the Now!”

Bio:

“ I am currently a graduating student getting my masters in psychology. I cannot, for the life of me, fix or grow anything so if there is something wrong in the apartment, I usually call someone to take care of the mess.”

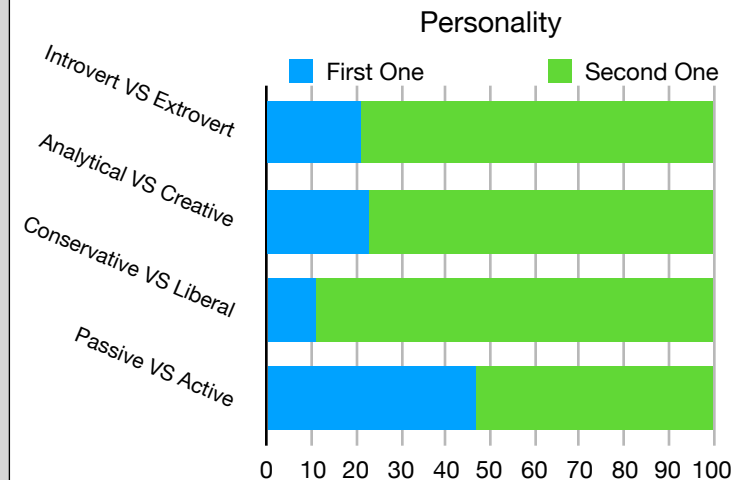
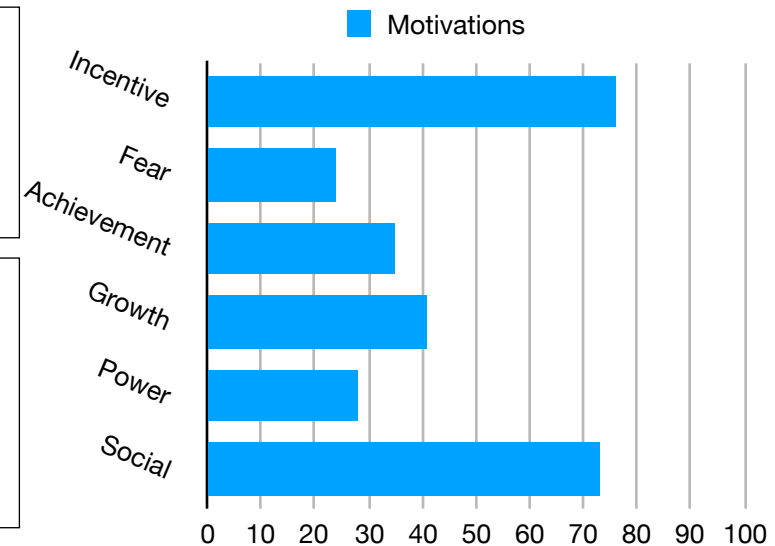
Age: 25

Work: Full-Time @ Outlet Mall

Family: Single

Location: Costa Mesa, CA

Character: College Student



Steve Dupont



Goals:

- Provide families with Internet Service.
- Gain trustworthy and reliable connection with each family.

Frustrations:

- Always busy and tired due to work
- Business not improving aka “Hitting the ceiling”

Bio:

“I am a business owner of an Internet Service Provider. My workers promote, communicate, and install these Internet Services with many families in the area. I am successful, but I feel that my company has hit the ceiling. I am always looking for ways to improve my business.”

"Always strive for better."

Age: 54

Work: Internet Service Provider

Family: Married

Location: Irvine, CA

Character: Business Owner

