

Dale, by Chance Storey

age: 57

residence: Middle of Nowhere, TN

education: High School Diploma

occupation: Owns and operates a truck stop

marital status: Divorced



From his FB: "The power of accurate observation is commonly called cynicism by those who have not got it" - George Bernard Shaw"

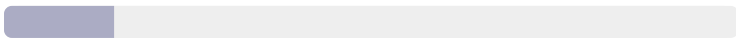
Most of his day is uneventful, Dale spends his time chatting somewhat grumpily with his staff and the people that come to his stop about his numerous anecdotes and life lessons. When no one is around, he spends the day scrolling through his favorite Facebook/Twitter pages.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Recognizes that he isn't the most "successful" in the traditional sense but he works for himself which is good enough. Appreciates that the things he does have he earned for himself, by himself.

Needs

- He needs to feel challenged day to day, which doesn't always present itself in his surroundings.
- Simple, uncluttered UI/UX

Values

- Dale values honesty from people
- Dale is pessimistic, but he insists he's just a realist who has been around enough to see what the world is actually like, and values this trait

Wants

- An "app" on his smartphone (That what those kids call them?)
- Compatibility with his 2 social medias

Fears

- Fears things he doesn't understand
- Fears the government spying on him (no one knows why the government would care about him, but hey)

Jerry, by Johnny Ramirez

age: 30

residence: Atlanta, Georgia

education: High School

occupation: Game designer

marital status: Single and not great with relationships



"It is not lame until it is a game."

He likes to spend his time mostly designing games but he also plays them a lot. He has a hard time deciding which game to play. Jerry likes when he shows his work to people as that makes him feel good about himself and seems that he has accomplished something.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Jerry feels as he needs to have fun in order to be successful. However, he always wants to take it a step further which is also part of it. Also enjoys to learn from others and takes inspiration from ideas as he feels his ideas has inspired other game designers as well.

Needs

- Some sort of inspiration to design.
- To have this so called "fun" as it is the way your interests should have.
- Good pair of friends as that can be the people to have when their is ups and downs.

Values

- Learning and not giving up.
- Creativity and real passion behind the work going towards it.
- Entertainment as he sees it as one of the main roots for game design and playing games as it should be.

Wants

- To have some sort of recognition of game designing.
- Have a healthier lifestyle as he spends a lot of time not being physically active.
- Inspire others in designing when they are learning themselves.

Fears

- Failure as he can not accept that and keeps him going.

Ally Miller, by William Edwards

age: 18

residence: Richmond, Virginia

education: Current high school student

occupation: Kroger cashier

marital status: Single (and very alone)



"Without social media, I am nothing"

When not drinking Starbucks with her friends or working on homework while listening to Olivia Rodrigo, Ally lives on her phone. She has seen almost every inspirational quote under the sun posted on Instagram and is tired of these superficial quotes.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Ally needs to have a large presence on social media to feel successful. She typically likes to break the mold in her media posts by using unique and humorous captions to grab attention.

Needs

- Ally needs apps which allow her to share posts with others.
- Ally needs a platform on which she can garner likes and comments.
- Because of Ally's sensitive eyes, she only will use apps with a dark mode.

Values

- Ally values unique or quirky humor.
- Ally values things which go against the grain.
- Ally values entertainment and funny distractions.

Wants

- For Ally to feel appreciated, she wants to stand out of the crowd and go against the norm.
- Ally likes to set social media trends and discover new apps that most people do not know about.
- Ally wants to make people laugh with witty comments and jokes on the internet.

Fears

- Ally constantly has nightmares about fading into obscurity and being forgotten about.
- Ally fears that her posts/comments will not get liked and that people will not find her funny.

Sam Lewis

age: 22

residence: Albany, New York

education: High school diploma

occupation: Undergraduate student at New York State University

marital status: Unmarried but in a relationship of 2 years



"When people say, 'we have made it through worse before', all I hear is the wind slapping against the gravestones of those who did not make it" -Clint Smith

Sam is a student at New York State University majoring in journalism. He generally enjoys what he does and is comfortable in his own skin, and he's fairly well-liked in his friend group. Sometimes, though, he starts to get weighed down by the things he's writing about in the newspaper he works for, and he needs to be reminded that he doesn't need to take everything so seriously.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Sam can get weighed down by the problems and stories he's writing about, and he sometimes needs to take a break and step back to be able to accept that he can't fix everything. Our product could help him laugh at the nihilism he fears is more of a realistic outlook on the world than optimism.

Needs

- A strong sense of place in the world
- Community to help him stay grounded
- A sense of purpose in his work and activities

Values

- Idealistic and passionate about highlighting vulnerable communities in his writing
- Extremely concerned with the level of inequity in the world, especially what goes unnoticed and unaddressed by those around him

Wants

- Does his best to stay up-to-date on current events
- Exercises often to get his mind off of stressors
- Would like to start a family in the future

Fears

- Has struggled with nihilism and feels that hope seems more superficial than cynicism
- Worries that his efforts at his job will have no effect in the long-run