

Pekin Duck - by Travis Pence

age: 45

residence: New York, New York

education: College Degree in Finance

occupation: Accountant

marital status: Married



Money money money money

Gets to work early at 7:00am and works through without lunch until 3:30pm. Gets home and devours a BLT before taking a nap. Spends quality time with husband and kids before counting his money.

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INTERNET



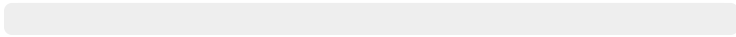
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

He needs to get as much money as possible in order to go on vacation to Morocco. Also needs a well-rounded team.

Needs

- A drink everyday after work to deal with being an accountant.
- His morning walk around the neighborhood.

Values

- Trustworthiness
- Loyalty
- Thoroughness

Wants

- He likes easy to use software and hates when things are ambiguous. He also wants to have plenty of money for his kids to go to college.

Fears

- Not having enough money. He also has an irrational fear of being fired.
- He is also deathly afraid of foxes.

Art Vandelay, by Josh Dietrich

age: 31

residence: New York City, New York

education: M.B.A

occupation: Latex Salesman

marital status: Single



"It's not a lie if you believe it!"

Art is a frequent customer of a local deli where he meets and talks with his group of friends. You can find him there before he goes to work as a latex salesman.

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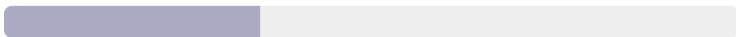
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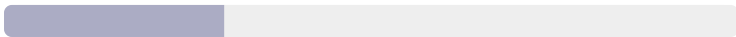
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A good work environment
- A consistent routine
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Values

- Empathetic
- Independent
- Motivated

Criteria For Success:

Consistent fruits of his labor. Meaningful rewards to show constant progress.

Wants

- Opportunities for growth
- To start a family
- A sweet Cadillac

Fears

- Rejection from his friends and work
- Missed opportunities

Larry Loo -By Donovan Price

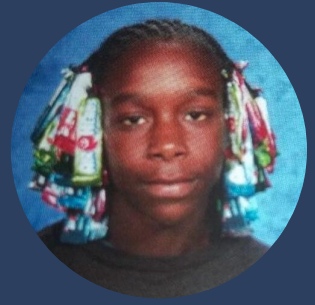
age: 25

residence: Syracuse, NY

education: Pre-Law undergraduate

occupation: Student, Real-Estate Agent

marital status: Married with kids



"Embrace the moment"

Larry enjoys spending time with his kids despite his busy lifestyle of selling houses and working for his degree in pre-law to eventually become a lawyer. Never a dull moment, he finds plenty to do among his studies, work, children, and loving wife

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SOCIAL NETWORK



Needs

- - Stable, reliable schedule
- - Steady income to pay for college

Values

- - Punctuality
- - Self-awareness
- - Relationships

Criteria For Success:

Larry finds happiness in progress. More importantly, he enjoys being able to document and have proof of his progress.

Wants

- - Continued financial stability and success to take care of his children
- - To retire his mother and father to their dream state of Hawaii
- - To become a lawyer
- - To continually prove his success to himself

Fears

- - Failing to obtain his undergraduate degree or become a lawyer
- - Forgetting about an important even (i.e. anniversary, birthday, meeting, bills and renewal services)

Jimmy John Liautaud

age: 57

residence: Arlington Heights, Illinois, U.S.

education: Highschool

occupation: Sandwich CEO

marital status: Married with 3 kids



Jimmy.... John.... Snadwich

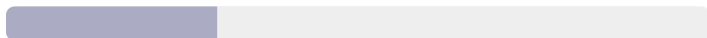
Jimmy spends his day with his wife and kids he loves them very much. His work is quite demanding when it comes to resources and he wants to provide a bountiful harvest for his family.

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Make money so that his family can live comfortably.

Needs

- A peaceful life where he lives happily with his family.

Values

- Honesty and quality

Wants

- To save money so he can sell more sandwich.

Fears

- Disappointing his family.

