

Jane Thirstmore - Josh Doyon

age: 29

residence: Lake Forest, IL

education: Bachelors Degree in Business Administration

occupation: Stay at Home Mom

marital status: Single with 2 kids

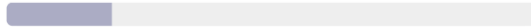


Exercise? I thought you said "extra fries!"

Jane does not live paycheck to paycheck - she acquired a large sum of money from divorcing her insanely rich husband. Between driving her kids to school and soccer and cleaning the house, she doesn't always have time to make decisions on where to hold wine night with her Facebook Moms friend group.

Comfort With Technology

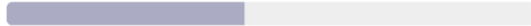
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Jane needs to be the most popular and rich mom on the block so her kids will be popular and cool in High School

Needs

- Words of affirmation from swooning teenagers
- To be the most attractive mom at the soccer field
- Expensive wine

Values

- The large sum of money she acquired during her divorce
- Minion memes

Wants

- Another Range Rover
- More money
- More Facebook friends

Fears

- Her kids not being popular
- Her "friend" Janet getting a new car



Phillip O'Malley

age: 21 (18 years ago)

residence: Quahog, RI

education: Bachelor's degree in Media & Public Communication

occupation: Safety inspector at Happy-Go-Lucky Toy Factory

marital status: Married, but suspicious that wife is banging friend.

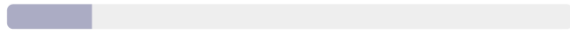


"Let's go drink until we can't feel feelings anymore."

Spends days getting scolded by my wife, while dealing with my stupid son, loser daughter, a toddler who is an evil genius and a talking dog. Always makes time to go on a drink with the boys.

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SOCIAL NETWORK



Needs

- Beer
- Cohesive Family unit
- Weight watchers plan

Values

- A real family guy
- Patriotism
- Racist/Anti-Racist (depends on the day)

Criteria For Success:

Needs to be fed 6 times a day. Need my wife to not cheat on me and a stable enough family.

Wants

- Food
- Cold one with the Boys at the Drunken Clam
- More black friends
- Better writing

Fears

- Getting a prostate exam.
- My Dog Sleeping with my wife
- Getting in a fight with a giant chicken.



Wendy Testaburger - Wyatt A. Razey



age: 20

residence: Cambridge, Massachusetts

education: Undergraduate Student at Harvard Law

occupation: Undergraduate Student

marital status: Long term Boyfriend

"Study hard and work harder"

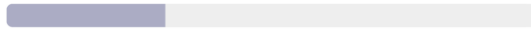
She spends her time studying for classes and working hard to become a lawyer.

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SOCIAL NETWORK



Criteria For Success:

Good grades in class and a high GPA. A good paying job in law after graduation.

Needs

- A way of picking out what to eat quickly without taking up study time.

Values

- Trying hard in academics
- Striving for success

Wants

- More free time to study
- An easier way to free up more time for studying

Fears

- Failure
- Her GPA dropping
- Spiders



Barry McKocner (Juan Silva)

age: 30

residence: San Francisco, CA

education: Bachelor's Degree In Accounting

occupation: Investment Advisor

marital status: Single



"Time is Money but Money can't buy Time"

He spends most of his time working but on his free time he enjoys going out and making plans with the boys.

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SOCIAL NETWORK



Needs

- To use time wisely
- Free time with friends

Values

- Time
- The Wolf Of Wall Street Movie
- Dave Ramsey

Criteria For Success:

Barry is always trying to make the most of his money while using his time wisely

Wants

- More Money
- Luxurious Cars
- Better Clothing

Fears

- Fears Roaches
- Becoming a Failure
- Having no time for the boys
- Problems with the IRS



Steven Smirenoff

age: 27

residence: Columbia, SC

education: Doctorate Degree in Computer Engineering

occupation: Professor at the University Of South Carolina

marital status: Single



"A busy man creates a busy plate."

I spend a lot of my time grading and creating lectures for students. When I'm not working, I am experiencing a self-debate on my daily decisions.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Technology(Wifi, Electronics)
- Discounts

Values

- Values Productivity
- Values great work ethic

Criteria For Success:

If you spend every day doing something that will improve your tomorrow, you are living your life the right way!

Wants

- -A better routine
- - Better minute decision making skills
- -Wants to pay attention to detail
- -Wants to add color to his outfits

Fears

- Spiders
- Taxes
- Staff Meetings

