

Sally Holt

age: 22

residence: San Francisco

education: Bachelors degree

occupation: Co-op intern

marital status: Single without kids



"I run with scissors it makes me feel dangerous"

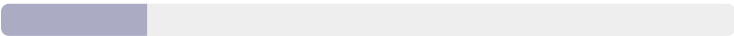
Starts her day by walking her dog and getting coffee, then she goes to work. Once she comes home, she likes to relax by painig or swimming.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- Quiet work space
- Local libraries

Needs

- Local dog parks
- To be close to work and school
- Apartment that allows dog
- Wi-fi
- Parking area
- Local libraries

Values

- Organization
- Time with friends
- Time with her dog

Wants

- Local coffee shops
- Areas to hang out with friends
- Pool
- Local art shops
- Community art fairs

Fears

- Life without coffee
- Being late to work