Michael Pierce By Rhaynie Bongiorno

age: 21
residence: Cary, NC
education: BA Media Arts
occupation: Intern at Epic Games
marital status: Single

"Quiet people have the loudest minds."

Michael is a very introverted person. He spends a lot of his free time working on his personal projects, whether it be his art or his indie games. He also spends time playing games online with his small circle of friends. During the week, he works as a paid intern for Epic Games, working under a graphic artist. His ultimate goal is to be able to create art for games, whether they be popular or in the indie scene.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
Michael requires a tight schedule with intermediate goals in order to stay on top of deadlines.

Needs
- A clear and easy to use graphical interface
- timers and reminders
- Good Accessibility Features (Text size, color blind mode, text to speech)
- Non intrusive environment (no pop ups or intrusive ads)

Wants
- Attention grabbing artwork
- Dark Mode
- High customizability

Values
- Attention to detail
- Good art direction
- Independence
- Peace and quiet

Fears
- Michael often focuses on one thing for hours and loses track of time
- Michael is a heavy procrastinator, and often worries about not getting his work in on time

James Lee by Joseph Lenski

age: 19
residence: Columbia, SC
education: Student at the University of South Carolina
occupation: Student
marital status: Single

"Work smarter not harder"

James is a business student at the University of South Carolina. In his free time, James likes to play the guitar and play basketball. James is a good student, but can be forgetful at times, and has forgotten to finish several of his assignments on time.
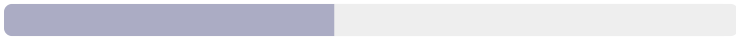
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
An organized schedule

Needs
- Needs reminders for exam dates and due dates
- Needs a schedule containing important events

Wants
- Wants a simple, easy to use interface, as they are not very experienced with technology and mobile apps.

Values
- Simplicity
- Visually appealing interface

Fears
- Forgetting about due dates
- Being late for exams

MOBILITY LABS

Ava by Ke'Shunna Morton

age: 23
residence: Charleston, SC
education: B.S.E Aerospace Engineering
occupation: Aircraft Designer
marital status: Single

"Engineers turn dreams into reality"

She likes to start her day of with 5:30 workout. After her workout, she likes shower from 6:00- 6:15. From 6:20-7:05, she reads a book and drink her morning cup of coffee. She gets dressed at 7:10 then leave for work at 7:45. She likes to arrive at work by 8:00. After work, she enjoys hanging out with her family and friends. She is a part time student working towards getting her masters.
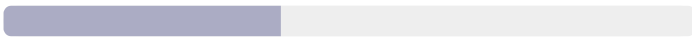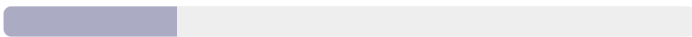
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

She needs to earn her masters degree in order to feel successful. She needs to get a higher position at her job.

Needs

- She needs to be challenged
- She needs a set schedule
- She needs reminders just in case

Wants

- She wants to be on time
- She wants to be successful
- She wants to earn her masters

Values

- Hard work
- Honesty
- Dependability
- Growth

Fears

- She is afraid of not achieving her goals
- Not being on time
- Disappointing her family
- Being a failure

MOBILITY LABS

Midori Yuki by Jason Querubin

age: 18
residence: California
education: High school
occupation: College Student
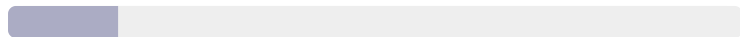**marital status:** Single

"We work for the right to work."

Midori is an honor student pursuing a finance degree. She graduated at the top of her class and and had participated in multiple organizations and volunteered occasionally. Her life was hectic between all the personal obligations and personal studying for college. Midori had a complex system in place to keep track of all her activities, but inevitably had some schedule conflictions along the way. Overall, she has spent a minimum of two hours of studying per class and participated in at least two clubs weekly. Additionally, she volunteers on weekends and sporadically exercises. Unfortunately, her social life has suffered outside of school due to the workload.
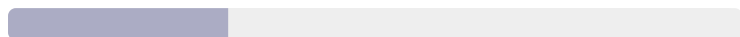
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Good grades and meaningful accomplishments.

Needs

- Method to manage everything in her life
- Basic needs

Wants

- Friends
- More time for leisure
- Make time for yoga

Values

- Hard work
- Well thought out actions

Fears

- Failing in university
- Losing a scholarship
- Disappointing family

MOBILITY LABS