

Kyle Maclear

age: 20-25

residence: Charleston South Carolina

education: Associates Degree

occupation: IT Help Desk

marital status: Single



"No matter how bad it gets, I'm always rich at the dollar store." – Unknown

Kyle is an energetic young adult with aspirations of seeing the world. his low paying job and tight budget however doesn't allow him to seek out his dream as often as he would like.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Kyle feels successful when he does well at his job and has enough money to get away for the weekend.

Needs

- A higher-income
- More Friends

Values

- Meeting new people
- Having fun experiences
- Saving Money

Wants

- Cheap Transportation
- A Girlfriend
- His own car

Fears

- Being overworked
- wasting his life
- Spiders

Wayne Johnson by Brian White

age: 65

residence: Smyrna, SC

education: Dropped out of middle school

occupation: Retired Farmer

marital status: Married (unhappily)



"Get off my lawn"

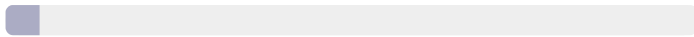
Wayne has just received his first cell phone from his grandson, and is trying to learn how to use it. He typically spends his day in his quiet town of Smyrna, South Carolina (population: 27).

Comfort With Technology

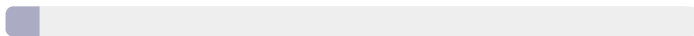
INTERNET



SOFTWARE



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SOCIAL NETWORK



Needs

- User friendly UI
- Meet new people to travel with

Values

- Tradition
- Honest work

Criteria For Success:

Wayne wants to be able to figure out everything himself, because he needs help from no one.

Wants

- Ability to connect with like-minded people
- Travel on a budget

Fears

- Commitment
- Being told no or that he is wrong

Jobless Jake (David Andrews)

age: 30

residence: Columbia, SC

education: Some College

occupation: Unemployed (Odd Jobs)

marital status: Single



You mind if I bum a ride?

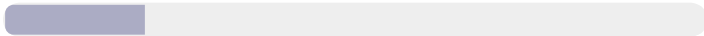
I like traveling the world and experiencing new cultures while hopping from couch to couch. I enjoy touring museums, festivals, and nightlife locations.

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SOCIAL NETWORK



Criteria For Success:

The ability to travel the world in an affordable and safe manner

Needs

- Access to long distance transportation
- Access to an electrical outlet

Values

- Safety
- Reliability

Wants

- The ability to plan affordable trips in advance
- Access to tours and/or tourist information

Fears

- Losing access to travel
- Being lost in a unfamiliar city
- Poverty





Sam

age: 46

residence: Iowa

education: High school

occupation: Corn farmer

marital status: Married with 3 children

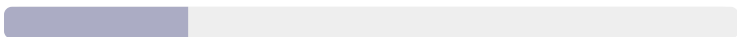


"It is what it is."

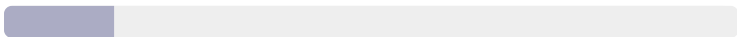
Samuel is an early-riser, waking up at 4:30 a.m. every day to tend to her crops with her husband and three children. She harvests her crop once per year in October, and spends the rest of the year preparing for the next year's harvest. Lately, though, she has been wanting to see and experience more of the world than just corn.

Comfort With Technology

INTERNET



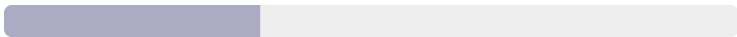
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Samuel needs very little to feel successful. A good harvest will have her in a good mood for months.

Needs

- A good harvest
- A supportive family

Values

- Self-motivation
- Hard-working nature
- Respect for others
- Humility

Wants

- To see the world outside of Iowa
- A refined worldview
- An economical way to travel to distant places

Fears

- A bad harvest
- Unexpected medical bills
- Never leaving her hometown