

Andrew Douglas By Canaan Madison

age: 40
residence: NY
education: Bachelor of Business Administration
occupation: Account Manager
marital status: Married, with kids



"I love my kids, and my job!"

Blank likes to get up early, then head to the gym, and finally over to his job where he spends the rest of the day at before heading back home to spend time with his family

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
A job well done
Higher ups approval
A growth trend in the quarterly trends

Needs

- Needs a planner to plan out his day
- Post-it notes to remember things
- Coffee

Values

- Hard work
- Family
- Respect

Wants

- As successful career
- A decent parking spot

Fears

- Failure
- Disappointment

Mike Henderson By Eduardo Lopez-Barajas

age: 42
residence: State, city, or even neighborhood
education: Bachelors of Science in Computer Engineering
occupation: Web Developer at Google
marital status: Single, no kids.



"An eye for an eye makes the whole world go blind"

Mike Henderson (42), is a hard working man. Everyday, he gets up early in the morning to go to the gym, then heads to his workplace at the google headquarters. After work, he goes home to spend time with his dog Buddy.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

- Hard Work
- Approval
- Work Ethic
- Trial and Error

Needs

- Money
- A good job
- To improve himself
- Always learn

Values

- Honesty
- Reliability
- Efficiency
- Renewable recources

Wants

- A Ferrari
- To live in Beverly Hills
- To be the richest man in the world
-

Fears

- Failure
- Depression
- Death

Peter Dudley By Bryson Lowe

age: 31
residence: Los Angeles, CA
education: Bachelors of Science in Computer Science
occupation: Web Developer
marital status: Married, with kids



"Hard work is the only path to success."

Peter goes to work Monday through Friday, from 8AM to 4PM. On the weekends Peter likes to spend time with his kids and get away from the noise of Los Angeles.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
High wages
Meaningful tasks
Approval from bosses

Needs

- Approval from his team
- An objective to work towards

Values

- Work ethic
- Financial stability

Wants

- Having a nice car
- Being successful in his career
- Being wealthy

Fears

- Losing his job
- Not being able to provide
- His family being harmed

Stephanie Peterson By Noah Macbride

age: 42
residence: St. Louis, MO
education: 4-Year College Degree
occupation: Senior Vice President, Anheiser-Busch
marital status: Divorced, with 2 children



"I can't, my kids have soccer practice."

Works a full-time job, and then comes home and takes care solely of her 2 children.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
A productive work week and having successful children.

Needs

- A quiet workplace
- Ability to find her car

Values

- Family-oriented
- Faithful

Wants

- Simplicity
- Accessibility
- Universality

Fears

- Insects
- Flying
- Failure as a parent

