

Richard Astley

age: 20

residence: Columbia, SC

education: High School Diploma

occupation: Full-time student

marital status: Single



"A full commitment's what I'm thinking of"

Richard is a busy and productive student at USC with a strong commitment to his extra-curricular activities. Between his school commitments and his social life, there isn't a second for him to waste.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Richard will be successful when he earns his degree while making lasting memories with his friends.

Needs

- Food
- Time to study
- Time to spend with friends and family

Values

- Quiet time
- Commitment
- Reliability

Wants

- To relax
- His professors to cancel class
- Lower-level tickets

Fears

- Being overwhelmed
- Failing a class
- Missing out

Gerald Clide

age: 68

residence: Columbia, SC

education: B.A. in Journalism

occupation: Food Critic

marital status: Married with kids



Sometimes, the best things in life are the simplest.

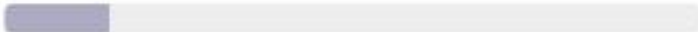
Gerald is a veteran food Critic. He has been to establishments across the world over his 43 years in this industry. That does not stop him from continuing to learn and try new things every day.

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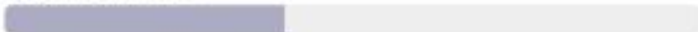
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Large platform to continue his work
- The ability to connect and communicate with those around the world

Values

- Providing constructive criticism
- Experiencing a wide variety of cultures around the world

Criteria For Success:

Use his knowledge and experience to provide insight and help those in the food industry grow and evolve.

Wants

- Discover up and coming establishments
- Spread different cultures' cuisine
- Maintain connections

Fears

- Providing unhelpful and negative feedback.

Joan Perez

age: 26

residence: Charlotte, NC

education: Bachelors Degree

occupation: Teacher

marital status: Single | No children



My students come first in everything I do.

Joan is a new teacher, having recently gotten her certification from a teacher placement agency. She is in her second year of teaching now, starting to get the hang of things more, but is still not used to the daily hustle of being a teacher, which is very different from being a student.

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INTERNET



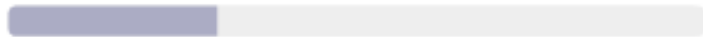
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Food
- Time Management

Values

- Student growth
- Time savings
- Apps that easily fit into her current workflow

Criteria For Success:

To see all of her students grow 1.5 grade levels.

Wants

- Something that doesn't take long to setup
- The ability to make a flexible schedule

Fears

- Cutting into already sparse free time
- Her students failing
- Being late to class