Carl

age: 20
residence: Columbia, SC
education: High School
occupation: Not employed - college student
marital status: Single

Looking to make a positive change for the people

Carl goes to class and spends most of his time either in the computer lab or in the library getting work done. He likes to help others with their needs as well as hang out with friends.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

In order for Carl to feel successful, he wants to get involved in his community and help others achieve their goals while achieving his own. Not only does Carl want to get good grades, but he wants to be able to apply that knowledge outside the classroom.

Needs

- 1.) Support from professors and admins
- 2.) Good understanding of technology
- 3.) An understanding of internet connectivity

Wants

- 1.) Wants to be understood and cared by people
- 2.) Wants to be a helping hand throughout campus

Values

- 1.) Positive impact on academics
- 2.) Good communication between him and other people

Fears

- 1.) Feared of being ignored by people
- 2.) Feared of being unprepared for his classes

John Boyd

age: 37
residence: New York City, New York
education: High School Diploma
occupation: College Campus Janitor
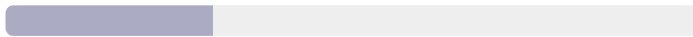marital status: Married

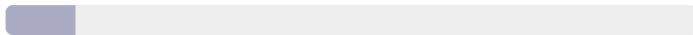## *A Janitor is someone who makes a campus a home and keeps it clean.*

I start everyday at 6 in the morning with a cup of coffee. I get to the campus and focus on keeping it clean. I go home to my wife around 7pm.
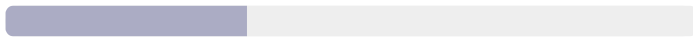
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Money
A happy family
A successful kid

Needs

- Wife
- Kid

Wants

- His Wife to be happy
- The campus to be clean
- Kid to work hard

Values

- Cleanliness
- Honesty
- Humility

Fears

- Being Dirty

MOBILITY LABS

Jonathan Jack

age: 50
residence: New York City, New York
education: PhD in Computer Science and Masters in Business
occupation: Professor
marital status: Married with kids

A professor is someone who talks in someone else's sleep.

I like to start the day with a hot bagel with cream cheese on my terrace overviewing Central Park. I love learning new things about technology and imparting my knowledge to young students.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

A lot of money
A few nice cars
A fulfilling job and personal life

Needs

- A fast car

Wants

- Tenure

Values

- Honesty
- Responsibility
- Dedication

Fears

- Failure without getting back up

MOBILITY LABS