

John Johnson

age: 19

residence: State, city, or even neighborhood

education: college student

occupation: novice user

marital status: single



Can't stop losing my key!

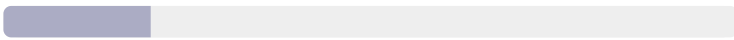
Spends day sleeping, doing homework, working out.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Organization

Needs

- Access to food
- Place to live
- Reliable income

Values

- Sleep
- Efficient lifestyle

Wants

- Consistent schedule
- Entrance to his dorm

Fears

- Losing money
- Being locked out

Amelia Ross

age: 18

residence: Neighbors House

education: High School

occupation: novice user

marital status: single



Great People do Great Things!

Every day should be lived to the fullest. Being a hard worker is essential

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A laptop and phone for personal use
- A good workplace environment
-

Values

- Caring and kind individual
- Extremely dedicated

Criteria For Success:

Helping people who support others

People who understand the end goal and work towards that goal

Wants

- Paid time off
- Consistent sleep schedule
- A significant other

Fears

- Robots taking over the world

Name

age: johny rocket

residence: new york

education: high school

occupation: Welder

marital status: married 1 kid



Attitude is a little thing that makes a big difference

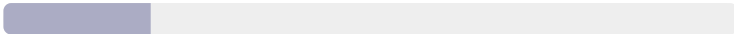
A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



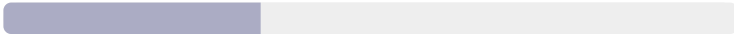
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

be happy

Needs

- phone
- food
- water

Values

- hard worker
- honesty

Wants

- new truck
- new jordans

Fears

- snails
- the dark