

# Careful Bobby

age: 24

residence: Bedford-Stuyvesant

education: High-School Graduate

occupation: Commercial Construction

marital status: Single



*"Dislikes Steamed Spinach"*

Hard worker, Loves Attending Events, Likes Dining Out, Love to Travel the World

## Comfort With Technology

INTERNET



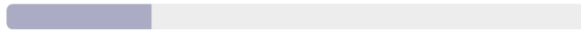
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Hard Work, Dedication, Steadfastness, Resolve

## Needs

- Good Health, Self-worth, Safety, Freedom, Happiness, Justice for all

## Wants

- Live Music, Traveling the World, Italian Cuisine

## Values

- Honesty, Respect, Compassion, Bravery, Accountability, Generosity, Peace

## Fears

- Destruction of the Earth

# Joseph Brosef (Jacob Blair)

age: 21

residence: The Crib

education: "Undergraduate"

occupation: Professional Dude

marital status: Single and ready to mingle

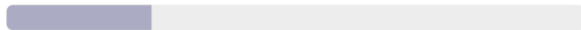


*"The grind never stops"*

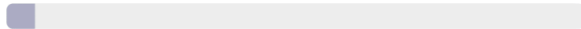
The grind has no bedtime, you're not my mom... I'm always looking for the low down or the best spot to party, I mean study. You know, I would've gone pro in football if I didn't bust my knee senior year. It's not a real party if I haven't heard about it. I only have to have a 2.0 GPA? Say less...

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## Needs

- I need to wakeup not knowing where I am or what I did last night.
- I need easy-to-understand things, like LEGOs.

## Values

- I value the grind.
- My privacy is of great concern to me, my parent's can't know what I do every weekend.

## Criteria For Success:

I have to spend the night somewhere other than my boring dorm. I PARTY HARD and never hardly party. In order to be successful in life I gotta hopefully survive college and land a great job at my father's factory. Each night has to be worthy of my story for my 2,196 people (The Joe Bros).

## Wants

- I want to know whats happening with all my peeps across Cola.
- I want a layout of everything, the last thing I want is to showup to some nerd's study session.

## Fears

- I fear that I will never escape my father's shadow...
- But most importantly I fear a night where I go to bed before midnight!

# Sarah Jones (By Hayley)

age: 18-20

residence: Columbia, SC

education: Currently pursuing Bachelor Degree in Business

occupation: College Student

marital status: Single



*"Work hard, play hard, and don't forget to live in the moment"*

Ava is a college student at the University of South Carolina. When she's not in class she's involved with her business club and social sorority on campus, and spends a lot of time hanging out with her group of friends. She enjoys going out occasionally during the week and on the weekends. She's currently single and is always looking to expand her network.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Needs to feel like she's able to stay connected with her large network of friends and be up to date on events occurring on campus.

## Needs

- A way to connect with network of friends
- Security features to help validate legitimacy of events/hosts
- A calendar to help her visualize when events are so that she can more easily fit them into her schedule

## Values

- Ability to plan
- Having information at her fingertips
- Connecting with friends

## Wants

- Simple and easy to use design
- A way to see events that are accessible to people within her sorority/organization/etc.
- See live ratings of events as they are happening so she doesn't have to waste money getting to events that she wouldn't necessarily enjoy

## Fears

- Fears that she may end up missing out on social events
- Worries about staying safe while going out at night



# Gerald Stricktland by Eli Bryson

age: 34

residence: Chapin, SC

education: BA Electrical Engineering

occupation: Electrical Technician

marital status: Married for 5 years with 3 kids



*"A day is best with a steak on the grill"*

Once he gets home from work he loves spending time with his kids and neighbors

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

He wants to be able to spend time with his family and friends while advancing his career

## Needs

- He needs to have place to keep track of upcoming events and where they are and who they're with
- He needs to be able to know when other people want to hang out or when his kids are having playdaytes

## Values

- Values his kids happiness
- He feels that keeping up with his friends is important

## Wants

- Wants to be able to have barbeques with the neighborhood and his friends
- He wants to be able to regularly have hangouts with his family and friends without much planning hassle

## Fears

- Fears that he won't be able to keep track of what all 3 of his kids need
- Worried that he won't be able to find time for his friends between being a parent
- Makes sure to keep his wife happy

