

Carl Smithson by James Dickson

age: 26

residence: New Orleans

education: Business Major

occupation: Full-time Student

marital status: Single



“Good enough”

Lying around, sitting down, getting food, playing games, doing as little work as possible

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Doing just enough to qualify for being done

Needs

- Tasty cheap food
- Eat healthy to look good
- Video games
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Values

- Efficiency, laziness, simplicity

Wants

- An easy way to do everything
- A quick way to do everything

Fears

- Working too hard
- Being forced to do more work than he is currently doing

Harold E. Winchester by Kathleen Humphries

age: 68

residence: Downtown Columbia

education: GED

occupation: Retired Post Master

marital status: 50 years married with 5 kids and 14 grandbabies



I love spending time with my family.

Harold is a loving father, grandfather, and husband. He is a hardworking man who was never able to continue his education because he was taking care of his family. Now retired, he wants to pursue a degree to encourage his children and grandchildren to do the same. However, his old age has brought new dietary restrictions into play that he must consider to maintain good health.

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Criteria For Success:

Motivation

Love

Family

Values

Fulfilling food

Needs

- Low sodium and calorie foods
- Tasty because bad food makes old people mad
- Close proximity because of his age
- Easy to use web application

Values

- Family always comes first
- Be an example rather than give advice

Wants

- Wants are something that is not required but delights
- This might be the holy grail feature
- It delights him or her with its simplicity or completeness

Fears

- His health requirements getting in the way of his dreams.

Jack Hinderson by Claude Reid

age: 56

residence: Columbia, SC

education: PhD in Economics and Marketing

occupation: Professor in Economics

marital status: Playing the field, Without Kids



"I believe that the most important resource is your mind and your money. I am looking for a way to save both."

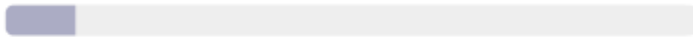
From 8 to 6 works as a professor at the University of South Carolina.

From 6 to 8 takes night classes in order to try and advance education in spare time to increase knowledge.

From 8 to 11 relaxes at home with a good book exploring the intricacies of the stock market in order to try and, in his own words, "beat it."

Comfort With Technology

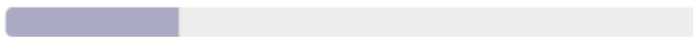
INTERNET



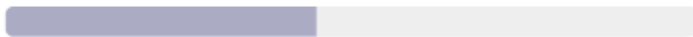
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

If it saves both his money and his time.

Needs

- To play the stock market
- To try and become as efficient as possible with what little time he has left.
- To learn as much as possible.

Values

- Wealth
- Knowledge
- Education

Wants

- To become rich.
- To become extremely knowledgeable.

Fears

- Ladders.
- Existential dread.
- Being accepted.
- Death.
- Taxes.

Nora Nightshift by Ross Vicario

age: 37

residence: Wisconsin

education: High School Graduate

occupation: Assistant Manager at Publix

marital status: Separated, four children



"We make do."

Nora is working overtime, all the time. She manages the household, takes the children to school, and works 60 hours a week. Nora manages with the help of her close family and friends, and takes comfort in them. She's unhappy with her health, but she doesn't know enough to seek out healthy eating. Nora has very little excess time and money to improve her and her family's health. She wants change.

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MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Improved health, peace of mind, quality of food unchanged, price of food unchanged

Needs

- Low effort
- Low expense
- Intuitive interface

Values

- Convenience, compassion, entertainment

Wants

- Peace of mind, positive reinforcement, affirmation, for her children to do well

Fears

- Losing control of her life, her family's well-being