

Joanne

age: 31

residence: Los Angeles, California

education: Bachelor's in English

occupation: Social Media Manager

marital status: Single

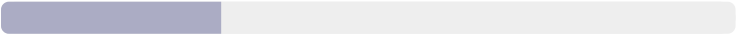


“I’m not insane. My mother had me tested.”

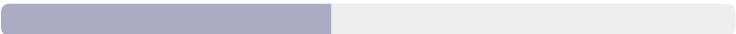
Social media manager during the day, a cat blogger at night. Loves to bake, read books, and go to pet stores just to watch animals.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Needs to know where her cats are 24/7
- Needs a way to contact other cat owners in case someone finds a missing cat

Values

- Stands up for animal rights
- Vegan
- Politically active

Criteria For Success:

Being able to help the community, whether it is standing up for political issues or help a neighbor find their missing pet

Wants

- Travel the world
- Make an impact in her community
- A Donskoy cat in the near future

Fears

- Salamanders
- The never-ending thought of how big space really is
- Horned lizards

Jonathan Lake

age: 20

residence: New York City, New York

education: In College

occupation: Tutors other students

marital status: Single



"Dude can you help me find my glasses?"

He's currently wearing his glasses. Goes to class everyday and spends as much time as he can tutoring to pay for his school. Lives in a big city and is always stressed.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Stuff to be simple to use, he's stressed enough already
- Needs things to be as inexpensive as possible

Values

- Things that make life easier
- Anything that helps him be less stressed

Criteria For Success:

Needs to get through college with as high of a grade as he can, with as little getting in the way as possible

Wants

- Wants things to do more than what he initially thought they would
- Any small improvement he can make in life

Fears

- The score he might have gotten on that last exam
- Losing his laptop with all his work on it

Joan Perez

age: 27

residence: Columbia, SC

education: Bachelor's Degree

occupation: Teacher

marital status: Married | 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 fourth year of teaching and has taken the lead of faculty in response to growing pressure to integrate education technologies into the classroom. Last year, fourteen laptops were stolen and never found. She's looking for a solution to this. FindMy only works when device is on, so she thinks when faculty failed to track the devices, it was because the person had simply turned off the device.

A few weeks went by and the faculty had to move onto other things. Any moment after would've been opportune for the thief to sell the devices. She needs a more permanent solution and is very eager to make a good impression on her boss, since she is looking to take over as head of her department soon.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To incorporate education technologies into the classroom smoothly to enhance the learning experience.

Needs

- Security protection for various education technologies used in her classroom
- Accessible Customer Service

Values

- Student growth
- Efficient technology solutions in classroom

Wants

- Something that doesn't take long to setup
- App that allows for multiple different accounts on one big “classroom-like,” account so her students can use app too
- App that enables admin-like management on her device so she can look at the status of her students’ devices when need be
- Products that integrate with other existing technology

Fears

- Unsure any tracker system has a user-friendly interface
- Trackers will be too big or bulky to place on laptops
- Doesn't actually improve student achievement

Susan Sullivan

age: 83

residence: Sarasota, FL

education: No secondary education

occupation: Retired

marital status: Married

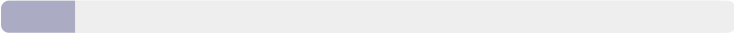


"Harold, name a bird that's 4 letters and starts with an L."

Enjoys crocheting and crossword puzzles

Comfort With Technology

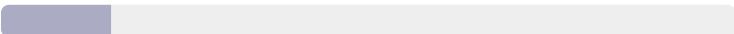
INTERNET



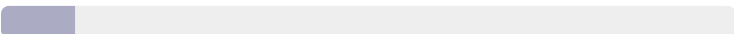
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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

An app that is easy to set up and use, and allows her to be more independent.

Needs

- Needs to be able to keep track of important belongings such as medication and other medical equipment.
- Needs to be able to share this information with her family members in case of an emergency.

Values

- Values being independent and not having to rely on her children for everything.

Wants

- Large text so she doesn't have to use a magnifier
- As few buttons as possible
- Long lasting battery so she doesn't have to worry about replacing the trackers

Fears

- Struggles with modern technology
- Doesn't want to be a burden on her children