

Ronaldo Garcia, by Yousef Afshar

age: 29

residence: Atlanta, Georgia

education: High School Diploma

occupation: IT - Help Desk

marital status: Single



"I hate having that awkward talk about how we're paying after a meal."

Works a 9-5 at a help desk at a medium sized firm. Lives alone in a 1 bedroom, 1 bathroom apartment in downtown Atlanta. A modest guy, but likes to go out with friends or coworkers once or twice a week. Currently financially supporting his mother in the hospital.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

User experiences that make him feel comfortable and natural, not just in technology.

Needs

- An app that can streamline his purchases with friends
- Less hassle in his social experiences.
- Better way to keep track of his weekly spending.

Values

- Appreciates clean, modern GUIs
- Thinks functionality should be more important than anything in any area of life, from his work environment to applications.
- Innovative problem solving.

Wants

- Spanish translations at businesses and in applications so he can share them with his family easier.
- Simplification and less stress in his busy life.

Fears

- Fears being socially outcast.
- Worries about losing his job and financial footing.
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Shaoyun Misterbishi

age: 49

residence: San Francisco, California

education: MD-PHD at Harvard University, transferred to Oxford University.

occupation: Neurosurgeon

marital status: Married, five kids



"To say my life is busy is an understatement."

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

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Criteria For Success:

What's needed in order to make him or her feel successful.

Needs

- These should be required
- This might be Spanish localized content
- Support from higher ups

Values

- Qualities that he or she values
- High level planning is an example

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

- Fears are the things that keep him or her up at night
- This might be something like failure
- But might also have to do with real fear

Skater Shawn

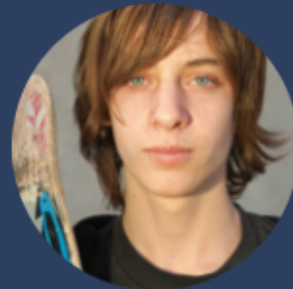
age: 18

residence: Anderson, SC

education: Highschool Graduate

occupation: Pizza Delivery Driver

marital status: Single



"Bro please get wings"

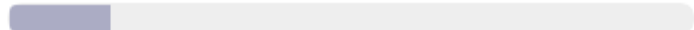
By day Shawn is a delivery driver for Tony's Famous Pies, but by night Shawn is Tony Hawk 2.0

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Needs

- A easier way of splitting the check when he goes out to eat with his buddies.
- Full Security with his card info.

Values

- High Maintenance
- No Bugs

Criteria For Success:

Shawn has to skate for at least two hours a day for him to be happy.

Wants

- Fun games to play with splitting the check.
- A quick solution to splitting the check.

Fears

- That the solution might take to long.
- How secure his bank information actually is.

Tom Jabroni

age: 36

residence: Huston, Texas

education: Graduate Degree in Systems Engineering

occupation: System Engineer

marital status: Married



My job is to find solutions to technical problems I don't need that in my private life!!

My name is Tom Jabroni, I am a Systems Engineer for an automotive company in Huston Texas. I enjoy hanging out with friends and doing freelance IT work in my past time.

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Criteria For Success:

I need a way to evenly split bills when I go out with my friends. It needs to be easy to use and even easy to use for my friends who can barely turn on their TV.

Needs

- Easy navigation of the application
- Cross-platform availability
- Secure payment

Values

- Secure payment
- Private payments
- Private financial statements

Wants

- I way to make it fun between the people paying
- Modern Theme

Fears

- My banking information won't be safe
- It will be to complex to navigate