

# John Riley; Colin Richard

age: 29

residence: San Diego, CA

education: Cosmetology training

occupation: Hair stylist

marital status: Single



*Look good feel good!*

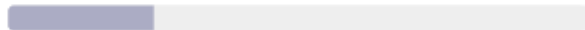
John enjoys helping people look their absolute best. He is a hair stylist looking to grow his beauty salon and brand. One day he hopes to break through in the modeling industry and style big name models' hair. John lives a very simplistic lifestyle.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Customers seeking hair styling
- Ways to advertise his salon
- Hair products and tools

## Values

- Hygiene
- Organization
- Simplist

## Criteria For Success:

John desires large amounts of customer feedback in order to validate his work. He loves seeing customers happy with their new hair styles.

## Wants

- Customer satisfaction
- Convenient way to schedule appointments
- Customers able to easily communicate their desire hairstyle
- Inspiration for hair styles

## Fears

- Bad hair days
- Bedhead
- Unhappy customers



# Johnson Jeevis - Vincent Romero

age: 36

residence: Santa Fe, New Mexico

education: Associates in Welding

occupation: Band Vocalist

marital status: Single



*"I don't like waiting around"*

He often is on tour promoting his band or visiting studios and has to travel the country. He cares about trying to spend his time as effectively as possible, and is very vain.

## Comfort With Technology

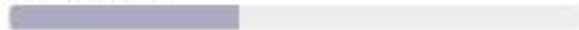
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

The right outfit, good food and high CD sales

## Needs

- His guitar
- A good shower
- reliable things

## Wants

- More fame
- More money
- A plane
- His hair to look good

## Values

- Efficiency, reliability, and speed
- 

## Fears

- Failure
- Not looking his best
- Someone stealing his riffs



# Timothy Plinkson - Michael Pikula

age: 14

residence: Charlotte, North Carolina

education: Middle School Diploma

occupation: Aspiring Professional eSport Player

marital status: Single, I mean look at him



*"You still want me to pay for this?" - Timothy, in the barber chair*

Timothy was tired of getting a bowl cut from his parents, so he went out to get his hair cut somewhere else. Unfortunately, the guard fell off. It looks like he didn't know Supercuts has a 2-star review for a reason. Now high school starts in a week and he doesn't know what to do.

## Comfort With Technology

INTERNET



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## Criteria For Success:

Timothy wants to look and feel good in school. While he isn't constantly worrying about his hair or his appearance, he can focus more on his work and get good grades. Since he wants to go into eSports he doesn't really think he has to smell good though, so he might have to work on that one. But for now, hair.

## Needs

- Saving (desperately)
- A new permanent hairstyle
- Some more confidence

## Values

- His gaming skills
- His hair, most of the time

## Wants

- A decent cut for now
- A brand new hat (for backup)
- Maybe some more friends

## Fears

- Going into high school
- Getting made fun of for his bad cut
- The buzzer, though he didn't a few hours ago

# Harry Beard by Manan Patel

age: 37

residence: Toronto, Canada

education: High School

occupation: None

marital status: Single



*"Beards are Acquired"*

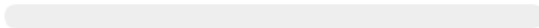
Harry is a multi-billionaire's son. He spends his time partying and spending his father's money.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- His weekly allowance of 100k
- A wife

## Values

- Money
- Social Staus

## Criteria For Success:

In order for Harry to feel successful, he needs his beard trimmed by the most professional barber he can find.

## Wants

- Immaculate Beard
- Professional Barber
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## Fears

- Receding hair line
- Beard Trimmer
- A job

# Janice Hubbard By Saqib T

age: 16  
residence: Columbia, SC  
education: High School  
occupation: Cashier at Publix  
marital status: Single



## Slay

I wake up, grab my starbucks, go to school, do cheerleading and go home on a typical schoolday. On weekends I work at Publix for 6 hours.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

- Good hair days every day
- Amazing outfits
- People complimenting her hair

### Needs

- Coffee
- Carrots
- Friends

### Values

- Her popularity
- Her family
- Her dogs

### Wants

- Nike Blazers
- Those ugly Jansport backpacks that everyone gets
- Attention

### Fears

- Being hated at school
- Boys thinking she is ugly