

Bob Carl, by Cody Harsey

age: 30

residence: New York

education: Bachelor's Degree in Computer Science

occupation: Streamer and Content Creator on YouTube

marital status: Single



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Bob Carl likes to stream for 3 hours on the most popular game at the time and uploads one video per month. He loves junk food (Especially the Burger King that's right down the road) and enjoys a mixture of being outside and inside.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

He wants to become the most popular gamer on YouTube.

Needs

- Internet
- PC
- Playstation 5

Values

- Funny personality
- Enjoyable content

Wants

- Earn millions of subscribers
- Make big bucks off of videos and streams
- Gain respect from the community

Fears

- Losing subscribers
- Not getting ad revenue
- Demonetization
- Being canceled

John

age: 24

residence: Anywhere

education: No education

occupation: Blue collar

marital status: Single without kids



"Working everyday will get me me someone one day."

Works every day unless he can't find any work to do. Since he does not have a family to take care of, he puts all his focus into work. Due to this fact, he does not use technology that is outside of what he uses at his work place. He does occasionally goes out with his coworkers to drink.

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SOCIAL NETWORK



Criteria For Success:

Work everyday.

Needs

- Food
- Shelter
- Work

Wants

- Work
- Wife

Values

- Values hard work.
- Diligence

Fears

- Can't find work
- Getting fired for not working hard enough

Eleanor Rigby (made by Jason T.)

age: 72

residence: Columbia, SC

education: Bachelor of Arts Degree in Music Performance

occupation: Former Rock Star (retired)

marital status: Single (widowed)



"Look at all the lonely people"

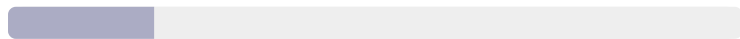
She likes to begin her days with long morning walks in her neighborhood. Her main hobbies are gardening and knitting. While she gardens and knits, she likes to listen to the Beatles.

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INTERNET



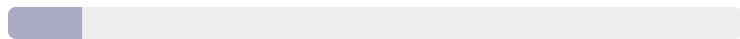
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She wants to spend the rest of her days doing activities that give her joy and relaxation.

Needs

- Needs the User Interface of the app to be simple and easy to use since she isn't too familiar with mobile apps
- Features, such as light mode and font size options, that make reading easier for her since she has bad eyesight

Values

- Consistent
- Reliable
-

Wants

- Wants the app to be pretty and aesthetically pleasing

Fears

- She is scared of being caught in the rain/storm during one of her walks

Stephanie

age: 28

residence: Georgia

education: Bachelor's Degree in History

occupation: Teacher

marital status: Married



"A day without a plan is mindlessly living."

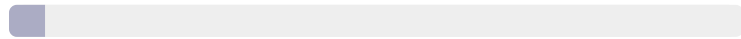
Stephanie wakes up and reminds Jordan to have a great day at work every morning. She also makes him scrambled eggs with toast and coffee every morning. She then prepares herself for her day teaching history and decides what to wear that day. After a long day at work she enjoys napping and walking the park.

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SOCIAL NETWORK



Criteria For Success:

A happy work environment that promotes discussion and collaboration.

Needs

- Stephanie needs to have a quick way to know the weather because of her busy mornings and how the weather changes while she's teaching.

Values

- Open and easy going communities.
- Knowing what her day will bring.
- Knowing what to wear.

Wants

- She wants Jordan to stop coming home upset because it won't stop raining at work.
- She also wants an easy way to know the current precipitation precise to her location.
- She also wants a promotion.

Fears

- Not being prepared for what the day is going to bring.
- Heights and public speaking.
- Looking like a mess.

Derrick Daniels (Made by Jordan duBarry)



age: Mid 40's

residence: Tennessee

education: High School Diploma

occupation: Auto Mechanic

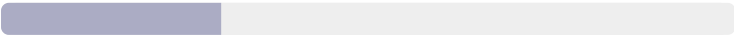
marital status: Married to Lady Liberty

"It's not a good morning. If it was a good morning, I would be fishing"

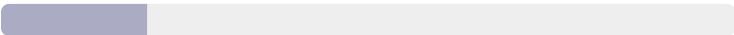
Derrick wakes up in his countryside home and drives to the mechanic shop in his Ford F150. He then spends most of his day working until he goes home and either its a frozen meal or grills some food. On the weekends, he watches football with his fellow coworkers or goes fishing, either alone or with friends.

Comfort With Technology

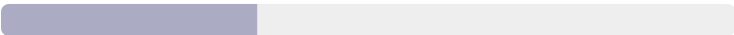
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Criteria For Success:

Derrick considers himself successful. As long as Derrick gets a paycheck and is able to watch football on the weekends he is good.

Needs

- Work
- Country Livin'

Values

- Good American Values
- Family
- 2nd Amendment

Wants

- Forecast reminder to help him plan out his fishing trips and outings
- To stay dry
- Bud Light
- Football
- Facebook

Fears

- Liberals
- Gun Control Legislation
- Rain