

Persona 1:



Smiley Junior is a 32-year-old teacher who teaches Spanish in the United States. Smiley needs WEARther in order to plan out his outfits for the entirety of his stay in a foreign country. Since smiley travels so frequently he needs to be able to plan out his outfits for the many countries he visits. Smiley needs WEARther as he is terrible at choosing outfits. However, with WEARther's ability to detect the weather and pick a fashionable outfit, Smiley is able to effectively pick a fashionable outfit. All Smiley would need to do is add clothes to his closet and input the kind of clothes he would like to wear and the app will automatically pick out clothes for him on a weekly basis.

Persona 2:



Georgie the son of Mommy and Daddy. He is five! He has been in Kindergarten for a month and a half now. His bedtime is 8 at night. He has a baby brother who was born last month, who's named Timmy. Timmy cries a lot, so Georgie doesn't like him most of the time.

Georgie is getting pretty old, and he is tired of his Mommy or Daddy trying to tell him what to wear. They're old! They don't know what's cool these days. So, Georgie started getting dressed all by himself. But his Mommy and Daddy keep telling him to change! They won't take him to school unless he changes like they say. Georgie likes to get there early so he can play with his friends, so this is obviously a huge problem.

One day, his Daddy told him he needed to wear a coat to Kindergarten, but Georgie disagreed. And you know what? Georgie was fed up. He talked back. He's not supposed to do that, but what else could he do? He was done! He told his Daddy that he wants to make these choices all by himself because he's a big boy. Daddy sighed, and then said fine. Georgie got to go to Kindergarten without a coat like he wanted...

...and he was cold all day.

Georgie doesn't want to tell his Daddy that he was right. Georgie is too proud of his impeccable sense of fashion; it just so happens that his fits tend to be seasonally inappropriate. His Mommy and Daddy totally cramp his style, so he wants to find some other way to be practical, fashionable, and independent.

Persona 3:



Johnathan Belmont is a 34-year-old man who works as a firefighter, and when he's not on the job, he's the main caregiver for his five-year-old daughter, Pauletta. He has a high school-level formal education, and is alright with technology, being neither particularly skilled nor inept. While he doesn't get to do it often anymore, he likes to make stained glass windows in his spare time.

His wife, Alisha, works at a large telecommunications company, and she has to travel most weeks for her job. On occasion, when Alisha is supposed to spend two weeks in the same city, Johnathan and Pauletta will join her for the weekend and they do tourist activities as a family.

During those trips, he will pack for himself and Pauletta, and sometimes he will bring extra clothes for Alisha, if she brought the wrong set of clothes for the weather or if activity plans changed last minute.