

Susan P.- created by Jyesheria Hicks

age: 24

residence: Virginia

education: Bachelor's in Information Technology

occupation: having a hard time looking

marital status: Single and trying to find my soulmate



"When will ever be enough"

Susan starts her morning off by looking for love on tinder that she might not even find. She goes out and looks for a job everyday.

Comfort With Technology

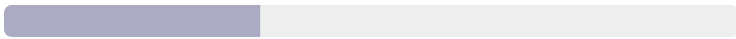
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

nothing just living life

Needs

- Tinder
- Starbucks
- The Ellen Show

Values

- in door house pool

Wants

- kids
- a mansion

Fears

- not finding my soulmate

Eli Wheeler

age: 26

residence: Los Angeles, California

education: Bachelors in Psychology

occupation: Receptionist at Medium Sized Company

marital status: Single Mom of Five



This is not a house, it's a home.

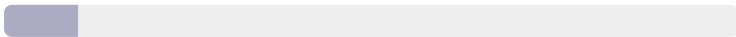
She wakes up at 8:30 after her kids have gone to school on the bus, gets out of bed and drives her tesla model Y that she cant afford to her medium sized office where she works. After work, she takes her kids to baseball practice where she hopes the man of her dreams will meet her.

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SOCIAL NETWORK



Criteria For Success:

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

Needs

- Morning coffee and avocado toast
- Dr. Phil
- Facebook memes

Values

- Non expired food
- Kids

Wants

- An app to keep track of her all natural foods that she gets from her local whole foods
- A loving husband

Fears

- Never finding love
- Having to drive a mini van if she has another kid

Maximus Gluteus - Conor Lane

age: 21

residence: Kalamazoo, Michigan

education: University of Michigan

occupation: IT Manager

marital status: Married to the money



" I hate math. But i love counting money. "

I wake up in the morning and go for a 5 mile run. Why? Because I'm hard. I thrive on my ability to connect with others everyday and make a difference by my work ethic. I value people's time and do not plan on wasting a minute in my day.

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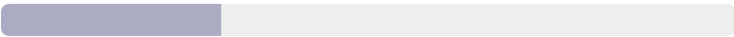
INTERNET



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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Be in a social collaborative environment that pushes each other to be productive and get tasks completed with the most effect. Money don't slack and neither should we.

Needs

- Consistent Schedule
- Constructive Criticism from superiors

Values

- Good work ethic
- Integrity
- Passion for my Work

Wants

- Summer and Winter Vacations with days off.
Remote work days from home.
- Company pins for my jacket
-

Fears

- Snakes
- Not trying something
- Not being able to pay my "bills" (Vegas)



Hunter Stetson

age: 39

residence: Springfield Idaho

education: Bachelors Degree in Nuclear Physics

occupation: Nuclear Safety Inspector

marital status: Married with 3 kids



"Facts Are Meaningless. You Could Use Facts To Prove Anything That's Even Remotely True."

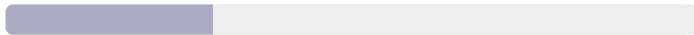
Hunter typically spends his day working or spending time with his family watching TV.

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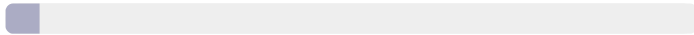
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MOBILE APPS



SOCIAL NETWORK



Needs

- Food, shelter, water

Values

- Never gives up, takes risks

Criteria For Success:

Doing well at his job.

Wants

- Money, TV, donuts, playing the piano, dancing

Fears

- Sock puppets, airplanes, heights

Alexa Joannes - Dalton Price

age: 36

residence: Inner Grove Heights, Minnesota

education: Bachelors in Marketing from Minneapolis College

occupation: In a Pyramid Scheme

marital status: Married with 4 kids



"Live Laugh Love"

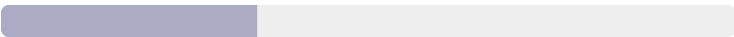
Alex Wakes up in the Morning and has her morning coffee with her mug that says "Coffee before Talkee"
She then Takes her kids to school in 2012 Dodge Caravan.
She then comes back home to advertise her pyramid scheme on facebook and then post WAY too many political postings.
Alexa then sits and watches Dr. Phil until she welcomes her kids and husband home.
She then makes a "mean" taco casserole before finally laying down for bed.

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Take care of her kids and husband.

Needs

- COFFEEEEEE ☹️
- Wine
- Her kids to make the varsity sports team so she can hang out with the "cool" moms
- Facebook

Values

- God First
- Family second

Wants

- The best available foods for her family
- A Pinterest board full of unique casseroles
- A mama bear sticker on the back of her van
- Donald Trump back in office

Fears

- Running out of coffee
- Not having all the ingredients in order to make her "famous" casserole for dinner!