

arital status: Single

residence: Columbia, South Carolina education: High School occupation: Works at the local Foot Locke



"I have no fashion and walking around Columbia and seeing people have better style than me makes me want to change that."

R'omulo spends his days doing one of three things: being a great grandfather, spending time with his wife, orworking at the local Foot Locker.

INTERNET	_	
SOFTWARE		
MOBILE APPS		

- Needs more attention from his style
- · Needs to impress his grandson

- Values good quality Clothes
- · Values a way to communicate with people about clothes through something like s

Criteria For Success:

Rómulo Nethaneel is a man of many traits, but fashion is not one of them. He only started working at his local Foot Locker because his grandson begged Rómulo to get the greatest pricing on the latest Jordans. Due to Rómulo's job, he feels pressure to

- Wants to look hip to the younger generation
- · Wants to have a respected style

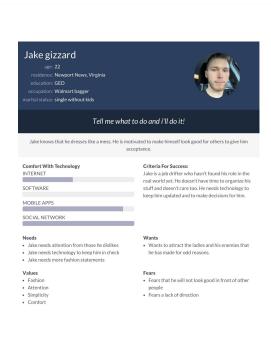
· Fears people making fun of him for not having good fits













Name esidence: Fort Mill. SC education: Senior In High School "Love being the best dressed in the room!" - Sean Conrad Sean goes to school during the day. When he comes home he finishes his homework then watches tv and plays video games. Comfort With Technology Criteria For Success: INTERNET Needs to be able to show off how he dress, but without spending a lot and looking like everybody SOFTWARE MOBILE APPS SOCIAL NETWORK

- Needs to buy clothes on a budget
- · Needs more clothes

- His own style, unlike everybody else
 - · Suggestions on how to dress
 - More affordable clothes

Values

- Looking good
- Dressing well
- Dressing out of date
 - Dressing like everybody else
 - · Not being able to pick an outfit

Jim Benson (by Scott Do)

"I hope I don't go into more debt that I already have.""

 $\label{lem:section} \textit{Jim is a student at some university in Columbia, SC and is aspiring for a business major. He is looking to look}$ $good \ (or\ professional, depending\ on\ the\ situation)\ and\ is\ viewing\ apps\ that\ would\ help\ that.$

Comfort With Technology	Criteria For Success:
INTERNET	Look fashionable and/or professional, depending on
	that situation he is in.
SOFTWARE	
MOBILE APPS	
SOCIAL NETWORK	

residence: Columbia, SC education: High School Diploma

- · Fashion that best suits his need for casual wear or · Clothing that would allow him to be professional professional wear. when presenting.
 - · Casual wear that would still present him as someone with a professional aura.

- . To stand out amongst his pears.
- . Contribute to a professional outlook when associating with interviewers.

. Looking unprofessional when the situation requires a professional look.