Rómulo Nethaneel

age: 60
residence: Columbia, South Carolina
education: High School
occupation: Works at the local Foot Locker
marital status: Single

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

Rómulo spends his days doing one of three things: being a great grandfather, spending time with his wife, or working at the local Foot Locker.

Comfort With Technology
INTERNET
SOFTWARE
MOBILE APPS
SOCIAL NETWORK

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 have better style.

Needs
- Needs more attention from his style
- Needs to impress his grandson
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Wants
- Wants to look hip to the younger generation
- Wants to have a respected style

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

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

Lizzy Carol

age: 14
residence: Boston, NY
education: graduated from middle school
occupation: full-time student, freshman in highschool
marital status: she is talking Shawn(he lives in Fort Mill)

"I wish that I could be like the cool kids" - Echosmith Cool Kids

I like to spend my time making TikToks with my friends and for my 200k followers. I love spending time with my dog and spending daddy's money.

Comfort With Technology
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Criteria For Success:
I feel most successful when Ilike get more likes on my TikToks than my ex best friend, Jessica. I feel like even more successful when my like outfit outshines Jessica's.

Needs
- I need trendier clothes, but daddy is putting me on a $1k week allowance.
- I need to look better than Jessica.

Wants
- I want to be as famous as Charlie.

Values
- I value fashion.
- I value my followers.

Fears
- I am afraid of not being better than Jessica.

Name

age: Sean Conrad
residence: Fort Mill, SC
education: Senior In High School
occupation: Unemployed
marital status: Single

"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
INTERNET
SOFTWARE
MOBILE APPS
SOCIAL NETWORK

Criteria For Success:
Needs to be able to show off how he dress, but without spending a lot and looking like everybody else.

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

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

Values
- Looking good
- Dressing well

Fears
- Dressing out of date
- Dressing like everybody else
- Not being able to pick an outfit

Clark Johnson

age: 27
residence: Long Island, New York
education: Bachelor's Degree
occupation: Accountant
marital status: Married with children

"The secret of your future is hidden in your daily routine"

Wakes up every morning at 6 AM and gets to the gym by 7. Work is from 9-5 then I get home to my wife and kids and spend as much time with them as possible.

Comfort With Technology
INTERNET
SOFTWARE
MOBILE APPS
SOCIAL NETWORK

Criteria For Success:
Be the hardest worker in the gym and at my job.

Needs
- Always need to be dressed nice wherever I am
- Exercise
- Family
- Work

Wants
- New clothes for the gym and work
- Vacations
- A new car
- A boat
- My own restaurant

Values
- Family and friendships
- Fashion
- The gym
- nutrition

Fears
- Letting my family down
- Losing my job
- Missing a day at the gym

Jake gizzard

age: 22
residence: Newport News, Virginia
education: GED
occupation: Walmart bagger
marital status: single without kids

Tell me what to do and i'll do it!

Jake knows that he dresses like a mess. He is motivated to make himself look good for others to give him acceptance.

Comfort With Technology
INTERNET
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MOBILE APPS
SOCIAL NETWORK

Criteria For Success:
Jake is a job drifter who hasn't found his role in the real world yet. He doesn't have time to organize his stuff and doesn't care too. He needs technology to keep him updated and to make decisions for him.

Needs
- Jake needs attention from those he dislikes
- Jake needs technology to keep him in check
- Jake needs more fashion statements

Wants
- Wants to attract the ladies and his enemies that he has made for odd reasons.

Values
- Fashion
- Attention
- Simplicity
- Comfort

Fears
- Fears that he will not look good in front of other people
- Fears a lack of direction

Jim Benson (by Scott Do)

age: 20
residence: Columbia, SC
education: High School Diploma
occupation: College Student
marital status: Single

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

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
INTERNET
SOFTWARE
MOBILE APPS
SOCIAL NETWORK

Criteria For Success:
Look fashionable and/or professional, depending on that situation he is in.

Needs
- Fashion that best suits his need for casual wear or professional wear.

Wants
- Clothing that would allow him to be professional when presenting.
- Casual wear that would still present him as someone with a professional aura.

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

Fears
- Looking unprofessional when the situation requires a professional look.