

# Dave Australia, by Shaine Moore

age: 8

residence: England

education: kindergarten

occupation: dependent

marital status: child

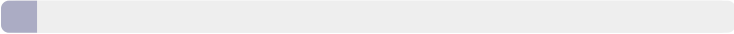


*"I REALLY like planes!"*

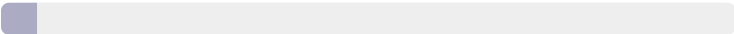
This kid enjoys playing with airplanes and knowing more than others.

## Comfort With Technology

INTERNET



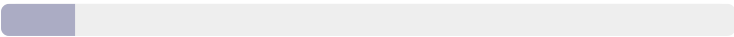
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

- Planes involved
- Easy to understand
- Dependable information
- Speed of acquisition

## Needs

- Planes
- easy to understand information

## Values

- He values dependable knowledge that he can shove in other peoples faces (especially vegans)
- planes

## Wants

- dependable information
- proof of bigfoot and/or yetis

## Fears

- a general drought of planes brought on by a lack of enthusiasm by pilots.
- a realization of the outer world brought on by the inevitable march of time via maturity
- Spices of any variety

# Nicole

age: 24

residence: New York

education: Bachelor's Degree

occupation: Software Developer

marital status: Single



*"Let's start the day healthy"*

Nicole has just started a new job after graduating college. She is busy with the new job and has been eating fast food and recently decided she wants to cook healthy for her health.

## Comfort With Technology

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## Needs

- Nicole wants to be healthy
- Nicole needs an app to find recipes for healthy food

## Values

- An app that has easy access
- Healthy food that tastes good

## Criteria For Success:

Nicole wants to do well in her new job. To be successful, she can't waste much time searching for healthy recipes.

## Wants

- To be able to easily find healthy recipes
- Healthy but tasty food

## Fears

- Nicole fears that she will not be good at her new job
- Nicole fears the food will not be tasty

# Jane Brown

age: 54

residence: Wisconsin, Wausau

education: Bachelors in Education

occupation: High School teacher

marital status: Divorced, 3 kids



*If only the day could have 25 hours*

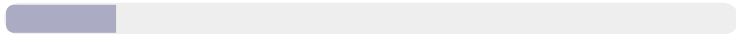
An over work single mother trying to keep up with the changing times, while trying to save for her kids future.

## Comfort With Technology

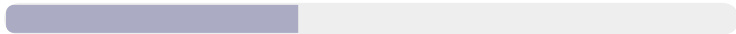
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

An easy and hassle free way to get the health and cost effective food she wants from her kid.

## Needs

- A help line for when there are issues
- Able to put in a spot for her youngest child's peanut allergie

## Values

- Friendly
- Helpful
- On time

## Wants

- Front door delivery
- Delivery's schedule on her time
- 

## Fears

- Snakes and spiders. Not being able to provide for her kids

# Bob

age: 38

residence: New Jersey

education: High School

occupation: Construction

marital status: Single with one child



*"It ain't much but it's honest work."*

A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Enough money to pay bills.
- Healthier diet.

## Values

- Reliability
- Simplicity

## Criteria For Success:

Healthy and happy child.

Completing his job properly

## Wants

- Tasty, filling food.
- Promotion to an office job.
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## Fears

- Not having enough money to provide for his child.
- Poor health impacting his ability to care for his kid.