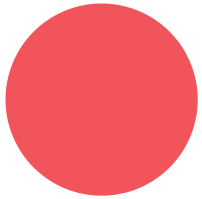
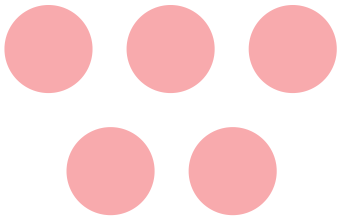
The Landscaper



Age
35 to 44 years

Highest Level of Education
High school degree or equival

Social Networks



Industry
Agriculture

Organization Size
Self-employed

Preferred Method of Communication

- Phone
- Text Messaging
- Face-To-face

Tools They Need to Do Their Job

Enter text here

Their Job Is Measured By

Revenue generated

Job Responsibilities

Communication, On site work, Hazard care

Goals or Objectives

Revenue

Reports to

Themselves

Biggest Challenges

- Navigating Client Relationships & Communications
- Communication
- Professional Development
- Problem Solving & Decision Making

They Gain Information By

Personal experience

The Darby Family

Charleston, SC

Family of 4

PERSONALITY

- Energetic
- Adaptive
- Harmonious
- Spontaneous

BIO

We, the Darby family, love to spend time together. Whether it's taking walks together, going out to eat, or going shopping, we love to do it as a family. However, recently we are having trouble finding movies we would all enjoy.

> "Our family is a circle of strength and love."

Motivations

RELAXTION		LEARNING	
ENTERTAINMENT		FAMILY NEEDS	

Goals

- Movies & shows that the kids will enjoy
- Movies & shows the whole family can watch together
- Shows that promote good values and lessons

Frustrations

- Takes too long to find shows before being disinterested
- Kid-friendly shows not actually being for kids

Family Behavior

- Shows
- Outdoors Activities
- Movies & TV Shows
- Cooking
- Games

Influences

- CREDIBILITY
- COLLEAGUES
- ADVERTISEMENTS
- FACEBOOK GROUPS
- TECHNOLOGY

Frequently used apps

Netflix

Hulu

Disney+

The Weeb,by David Hamilton

Shows weren't enough

Demographics:

Age: 17
Location: America
Education: Highschool
Job: Fast food
Family: Lives with parents

Goals:

-Just trying to get through school
-Watch as much anime as possible

Frustrations:

-Running out of shows to watch
-Dislikes non-anime media

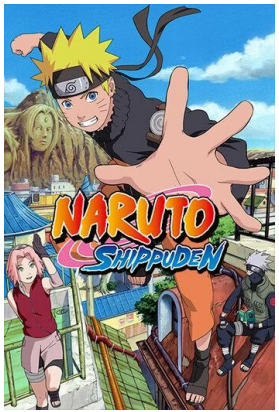
Strengths

-Good focussing skills
-Can watch 500 episodes while still keeping interest

Weaknesses

-Lack of social skills
-Not interested in many other things

Favorite Shows & Movies



George Wallace

Age
Over 55 years of age

Social Networks

Most Used Technology

- TV
- Computer
- Phone
- Car

Typical Complaints With Tech & Apps

- To Complex to Use and Learn how to use
- Need for more simplified and easy ways of using tech or apps
- Usaully need help using teh app

They Gain Information By

- News
- Other people
- Newspaper
- Mail or Email
- Internet

Biggest Challenges

- Learning and Understanding New Technology
- Remembering How to Use the Technology

Movies & Tv Usually Watch

- Older Sitcoms
- Soap Oprahs
- Drama's
- News
- Lifestyle
- Cooking
- Reality
- Westerns
- Talk Shows

Lifestyle

- Some Retired
- Live slow lives
- Children and grandchildren comes to visit from time to time
- Most cook and make own food
- Lots of sleep and rest
- Hobbies don't usually don't incorporate modern technology