

James Johnson

age: 23

residence: San Francisco

education: Bachelors in cyber security

occupation: Cyber Security staff

marital status: Single



A quote from to help define their voice and personality.

James is a promising young cyber security worker who works from home. He needs top notch technology at an affordable price and high speeds. He also enjoys video games on his free time.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Needs to be able to support his gaming and his work life.

Values

- Durability
- honesty

Criteria For Success:

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

Wants

- Wants something durable
- Affordable
- Best of best

Fears

- Fears product may not work
- May disrupt his work life

Tom Brady

age: 29

residence: South Carolina

education: Bachelor's Degree

occupation: Mobile App Developer

marital status: Married



"Do it no matter what"

His work is a remote work, so attendance is optional. He mainly develop mobile app for the company.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Functional
- Accessible
- Good Durability

Values

- Well-organized
- Leadership experience
- Creativity

Criteria For Success:

Communication is the key to be successful, so everyone has to communicate.

Wants

- Having various payment methods

Fears

- The effect to customers' eyes
- Adjustment color for colorblindness