

Jake Simmons, by Trevor Seestedt

age: 27

residence: Omaha, NE

education: High School

occupation: Uber Driver

marital status: Single



"You have to balance working and living"

Jake lives in a rented apartment in Omaha, Nebraska. He has to Uber all day in order to pay his bills, he is a social person who enjoys going out whenever he is not Ubering. Jake is also beginning to dislike Uber because he is not getting paid enough, however, he is not the most motivated person in the world because he dropped out of college.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Get a good business job

Have good payment to pay bills

Still have enough time go out out night

Needs

- New job opportunities
- More money

Values

- Trustworthy and loyal people
- Comfortable environment that makes you feel welcomed
- A place that treats all people equally

Wants

- Save up money so he can move out of Nebraska
- A new car and apartment
- To go out and party

Fears

- He cannot pay his bills for his apartment and car
- Scared about getting in a crash because he doesn't have insurance.

Ben Arson

age: 16

residence: Manhattan, New York

education: Currently a high school junior.

occupation: Streaming on twitch

marital status: Has a girlfriend of two years.



"If you are not first you are last"

Ben likes to play sports and video games. Every day he wakes up at 5 am to get a quick pump in then goes to school. After school, he spends time practicing basketball and then hangs out with his girlfriend. In the night he streams warzone with an average of 100 viewers per stream.

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SOCIAL NETWORK



Criteria For Success:

Ben needs at least one win per day whether it's a good test grade, a great stream or sports practice, or a great date with his girlfriend.

Needs

- Needs an easy way to pay for restaurants fast with other people as he is busy with sports, his girlfriend, and streaming.
- Needs a place where he can get sponsorships because he is an up and coming streamer.

Values

- A clear and easy-to-use interface for apps, he can use anytime but if it is not any kind of neat he thinks it is a waste of his time and day.

Wants

- Wants a way for his parents to be able to pay for part of his dinner because he goes out with his girlfriend to luxurious dinners many nights.
- Wants for his viewers of the stream to be able to pay for a portion of his dinner directly through an app, not just through donations.

Fears

- He fears that if he takes his girlfriend out he will not have enough money every day.
- He fears his viewers will think he is using them for money.
- He fears his parents will not realize his appreciation for their payments.

Emma Sumter

age: 32

residence: 1415 Hollow Wood Dr.

education: Bachelors degree in the Field of Education

occupation: High School English Teacher

marital status: Married without kids



"It's to early for this"

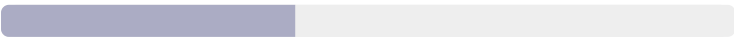
Emma is in her 6th year of teaching high school English. She gives little homework and is laid back with her students, making her everyone favorite. She has been married to her husband for 2 years and they have a dog and a cat.

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INTERNET



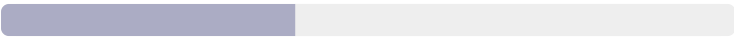
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She needs to be on top of everything she does from grading paper, knowing when to buy groceries, etc.

Needs

- She needs tons of coffee in a day.

Values

- She loves to teach and help people learn.
- She wants people to be able to lean on her for support.
- She won't let you talk down on her.

Wants

- She wants to be able to buy a home in the future
- She wants to be able to buy herself a new phone as her current phone is 5 years old.

Fears

- Hates spiders, cockroaches, and any insects.
- Hates scary shows and movies.
- Hates when he bends a book or card from a board game.

Randall McMill

age: 63

residence: Greenville, South Carolina

education: High School Degree, Trained Plumber

occupation: Plumber

marital status: Married with kids

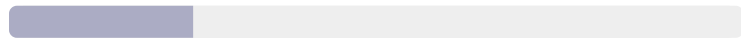


"Life is meaningless without family"

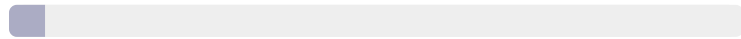
Randall wakes up early in the morning to go to work. He usually stops by a gas station with his work partners for a cup of coffee and breakfast. After work he goes back home and spends times with his family and occasionally goes out.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Create his own Plumbing company.

Leave enough money behind for his family.

Needs

- Easy Accessibility
- Increase font size due to poor eyesight

Values

- Being on Time
- Respect towards people
- Open minded

Wants

- Old School Cars

Fears

- Not leaving behind enough money for his family
- Not accomplishing his goals
- The ocean