

Adam Johnson, by Gunner Carlson

age: 37

residence: Charleston, SC

education: Bachelors Degree (BA)

occupation: Business Owner

marital status: Married | Two children



This business better pan out, I'm sending my kids off to college.

Adam is juggling many projects and priorities. He appreciates help from his vendors and employees. Employees are often caught on their phones at work, much to his disappointment.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

Teamwork, unity, and communication

Getting projects done on time

Needs

- Lots of money
- Respect from his employees
- Basketball
- A man cave

Values

- Detailed plans
- Genuine people
- A good movie
- Going home for the weekend after work
- Helping someone in need

Wants

- A pool in his backyard
- DC to be as good as Marvel
- People to like him
- Time to play video games at home

Fears

- Failure
- Wasting time and money
- Spiders
- The number 71
- Having another kid

Ricky Roberts

age: 12-14

residence: Parents House

education: Middle Schooler

occupation: Class Clown

marital status: Single

Persona by: Chase Cartee

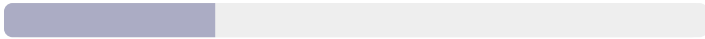


"My teacher wants me to use this so I can focus."

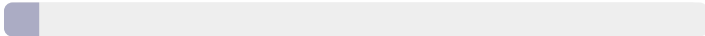
Ricky has ADHD and his teacher was recommend an app that will help him focus for his online classes.

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INTERNET



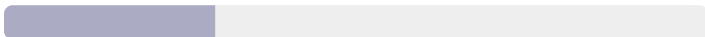
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

In class: Making good grades.

At lunch: Pizza

Teacher Note: You needs to focus more on your work.

Needs

- To be more attentive.
- To stop playing games while working.
- To finish this one boss...
- Teacher Note: Ricky you do not need that last one for "Needs."

Wants

- To go to lunch.
- To play with friends.
- Teacher Note: You could put the boss "Need" here instead.

Values

- How funny you are.
- Teacher Note: Don't be silly now Ricky.

Fears

- Spiders.
- And snakes! Don't forget snakes...
- Teacher Note: We went over this. This is not what we meant by "Fears."

Joshua Byrnes, by Vaughn Eugenio

age: 24

residence: Aspen, Colorado

education: Associates Degree

occupation: White Water Rafting Guide

marital status: Single



"Slow down and look around"

A free thinker who is adventurous and lives in the present.

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being contempt with what makes you an individual.

Needs

- Freedom and independence
- Individuality
- Trader Joes
- A connection with nature

Values

- Individuality
- Acceptance
- Suppleness

Wants

- To travel
- Acceptance
- More Hawaiian shirts
- To borrow a lighter

Fears

- Tight spaces
- Raisins in his oatmeal cookie
- Trader Joe's going out of business

Grant Hoffman (by Jacob Davidson)

age: 26

residence: Charlotte, NC

education: B.A. in Public Relations

occupation: Internet Marketer

marital status: Single



"Yeah I work hard, but I like to play hard too." - Grant Hoffman

Grant does all of his work from home, so he spends a great deal of time inside on his computer. When he does have freetime, he goes out with his friends and enjoys the night life of the city.

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SOCIAL NETWORK



Criteria For Success:

He dreams of owning a huge house, fast cars, and fancy suits. Only when people look at him and can tell that he is wealthy will he feel successful.

Needs

- organization
- to move out of his friends basement
- to get his work done before he goes out partying
- a consistent stream of income
- to brag to his friends

Values

- sustainable income
- his free time
- friendships
- being his own boss

Wants

- simplicity in his life
- his friends to think he is better than them
- one million followers on instagram
- to make a ton of money without having to do very much work

Fears

- spiders
- disappointing his father
- not being rich

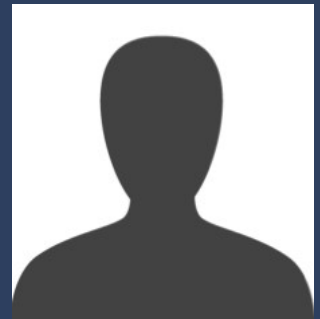
age: 20

residence: Columbia SC

education: Undergraduate Student

occupation: College Student

marital status: Single

*“Work Hard Play Harder”*

Enjoys breaks from studying, partying, and spending time with friends.

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INTERNET [Grab your reader’s attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]

**SOFTWARE****MOBILE APPS****SOCIAL NETWORK****Criteria For Success**

Hard work and a productive schedule to make time for partying and mental health.

Needs

- Productive time management
- A Schedule
- A way to stay off of distracting apps

Values

- Hard Work and determination
- Productivity

Wants

- Good grades
- Free Time
- Productive work schedule

Fears

- Loss of focus resulting in loss of productivity
- Receiving bad grades