

Nathan Johnson by Eric Douglas

age: 23
residence: New York City, New York, US
education: Online College Student
occupation: Cab Driver/ Student
marital status: Single with 1 kid



"Life is hard but managing the time in your life is harder"

Wakes up himself and his son, gets ready with son, walk his son to school, then walks to work, works most of day, goes home does some school work, picks up kid from school, feeds him, goes back home, does some school work while watching son, spends time with son getting him ready for bed, puts son to sleep, does more school work, then goes to sleep himself, then repeat.

Comfort With Technology



Needs

- Sleep
- Money
- Time

Values

- His son
- School
- Job

Criteria For Success:

Being able to support his son with out doubting being able too. Also staying away from the streets and not going back to selling drugs like he used too. Graduating college getting his degree and moving out of New York City. Get a good job and live a happy life with his son.

Wants

- Some free time to himself
- To be rich
- Move out of New York

Fears

- Not be able to support his son
- Getting caught up in the streets like he was before his son was born

Dante Anivesto, by Travis Doran

age: 28

residence: Carson City, Nevada

education: Bachelor's

occupation: Fashion Marketer

marital status: Complicated



"Be the best version of yourself, most of the time"

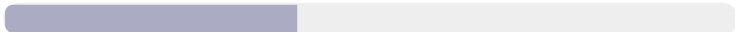
Drinks a lot of coffee, attends meetings, and brainstorms ideas of the next big fashion wave.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

There shouldn't be any minor inconveniences, ever.

Needs

- Constant reassurance
- Easy to use features

Values

- Freedom of expression
- Avant-Garde
- Perfection

Wants

- Straight to the point
- Designable and personalized interfaces
- Something different

Fears

- Cannot be as perfect as he wants to be
- Being a disappointment
- Missing his deadlines

Jason Bay by Riley Haywood

age: 34

residence: North Carolina

education: Master's in Education

occupation: Teacher

marital status: Married, no kids



My students are the future, so it's important that I help them learn in every way I can

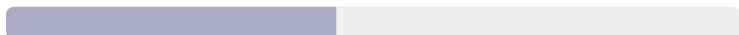
Making lesson plans for his class whenever he possibly can while still trying to spend as much time with his wife as possible.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

High pass rate in his class

Needs

- Needs time every day to work on lesson plans
- Needs to spend time with his wife
- Needs a minimum pass rate in his class of 75% to keep his job

Values

- Helping others learn
- Honesty
- Time with his wife

Wants

- Wants all of his students to pass with A's
- Wants to be remembered as one the best teachers

Fears

- His lesson plans are lackluster
- He'll fall behind with presentations and come to teach without a plan for the day
- His students will be bored with his class and slack off, causing the pass rate to drop