

Patricia O'Conner

age: 44

residence: Houston, TX

education: PhD in neuroscience

occupation: Neurosurgeon

marital status: Married

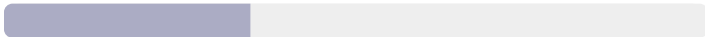


"I cannot keep up with checking my appliances regularly, I need an app that could help do that"

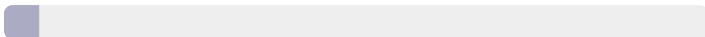
She spends most of her day at the ER, or doing surgery.

Comfort With Technology

INTERNET



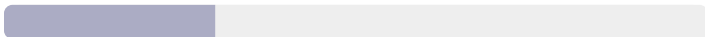
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She needs to complete all of her tasks in a day.

Needs

- Needs to have reminders about appliances.

Values

- Being on top of things
- Having a good life

Wants

- Wants a more structured and less chaotic life.

Fears

- Not getting something done that needs to be done
- Messing things up



David Gilbert by Ezekiel Fatool

age: 27

residence: New York

education: Bachelors of English

occupation: Video Content Creator

marital status: Not Married



"Don't hold your breath..."

Spends most days on the internet researching information about their next video project.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Many views and sharing amongst others

Needs

- User-friendly interface
- Easy to follow guides

Values

- Reliable service and customer support

Wants

- A nice color palette

Fears

- Snakes
- not knowing if something is going to fail

Nickolas Gurr

age: 31

residence: Memphis, Tennessee

education: Bachelors

occupation: Attorney

marital status: Married with kids



"I love doing routine maintenance on my housewares and car"

Nickolas on an average week day goes to his 9-5 job, comes home to spend time with his lovely wife and kids and as a hobby likes to golf.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Providing for his family

Needs

- To keep his housewares and car in optimal condition

Values

- His car and housewares he has spent his hard earned money on

Wants

- Wants to learn how to do things on his own and not have to hire someone every time something happens in his home or on his car

Fears

- Fears that he will not provide enough for his family and he will spend all of his money on professionals and new appliances