

Alejandra Gomez

age: 23

residence: Pheonix, Arizona

education: Bachelors in Accounting

occupation: Accountant

marital status: Single



There are lots of cool people around. I want to meet them all!

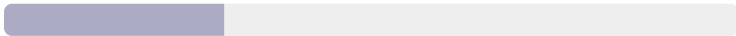
After work, Alejandra enjoys going out on the weekends and getting more socially active on weekdays. her ideal week has everything from hiking on Monday to hitting the bar on Friday Night!

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Alejandra strives to surround herself with people she wants to be more like. A full circle of good friends is her criteria for success!

Needs

- Active Social Life
- Internet Access
- Good food
- Great drinks

Values

- Loyalty
- Friendship
- Spontaneity

Wants

- Ideas for going out with friends
- New things to do
-

Fears

- Being Alone
- Being Bored
- Not getting paid-time off at work

Sean Keller, by Grayson Carver

age: 18

residence: South Carolina

education: University of South Carolina

occupation: Student

marital status: Single



"If you are not busy, then you are being lazy" - Sean Keller

Spends time going to class and working on school work. Always eats lunch and dinner in a dining hall. Does not have a lot of time to hangout except for Wednesdays and Thursdays due to an unusual class schedule.

Comfort With Technology

INTERNET



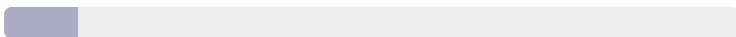
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Getting good grades in class

Needs

- Help with school work
- Meet people

Values

- Convenience
- Social life
- Education

Wants

- Friendship
- Relationship
- Study group

Fears

- Not being able to connect with people
- Failing college

Amy Rodgers by Farouk Ajagbe

age: 20

residence: Columbia, SC

education: College

occupation: Accountant

marital status: Single



Fun, Energetic, and Intelligent

Hangs out at the park and have picnics.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To meet people and make friends.

Values

- Good moral
- Good with kids

Criteria For Success:

Not giving up at the first sign of trouble.

Wants

- To interact with others.

Fears

- Spiders
- Heights

Paul Allen By Stephon Johnson

age: 19

residence: Columbia, South Carolina

education: Bachelors in Business

occupation: No Job

marital status: Single



"I do what I do and I make it happen"

Paul spends his days making business cards and talking about himself.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To Socialize
- To Be Known

Values

- Having Fun
- Being Amazing

Criteria For Success:

What drives him and makes him feel successful is being around like-minded people and discussing his interest.

Wants

- To Have Friends
- To Discuss His Thoughts
- And Being The Best

Fears

- Being Lonely
- Sometimes Himself
- Someone Being Better Than Him

Tommy Twing (Joe Zelinsky)

age: 22

residence: Los Angeles

education: High School Dropout

occupation: Internet Scammer

marital status: Complicated



"Money is money"

Sleeps all day, wakes up to play on his computer, goes back to sleep

Comfort With Technology

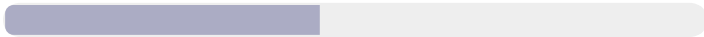
INTERNET



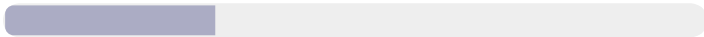
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- High internet speed
- Fast loading computer
- Comfy bed

Values

- Sleep and napping
- Money and wealth

Criteria For Success:

- The job is not done until they have no money left
- Working more than 5 hours a day is bad
- Do not make any emotional connection with your clients

Wants

- New faster computer
- A bigger house
- Apet

Fears

- Losing wifi connection
- His computer breaking
- His bed not being comfortable

