Damien Wayne

age: 20-30
residence: State, city, or even neighborhood
education: BSE Computer Science
occupation: Admin
marital status: Married, single, with kids, without

A quote from to help define their voice and personality.

An admin that oversees the new content and features being added to the app.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

What's needed in order to make him or her feel successful.

Needs
- A simple interface to allow for easy upgradeability
- A easily understandable FE and BE code.

Wants
- Program stability

Values
- Reliablilty
- Speed

Fears
- Crashes and Major bugs
- User dissatisfaction

MOBILITY LABS