

Donald Donson (RJ Allen)

age: 20

residence: SC, Columbia

education: Highschool Graduate

occupation: Target, fulfillment

marital Single

status:



A quote from to help define their voice and personality.

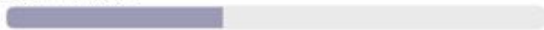
I mostly get up in the morning and get prepared for school. I mostly play video games and play with my cat.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Obtain a bachelor degree in computer sciences, and understand where to have my career

Needs

- To go on a diet

Wants

- To be able to keep track of my calories
- A good home computer

Values

- My parents
- Exercise
- Video Games
- Delicious food

Fears

- Heights
- Snakes



Kaman Turner

age: 25
residence: Lexington, SC
education: University of South Carolina
occupation: Personal trainer
marital status: Single



A quote from to help define their voice and personality.

I like lift heavy objects and put them back down.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To have a greek body physique to encourage people to sign up for his personal training program.

Needs

- Keep track of food intake
- Maintain healthy diet
- keep track of clients diets

Wants

- An easy way to track daily food intake
- To look good for Instagram photos
- To have a healthy client base

Values

- Healthy diet
- Fitness
- Balance lifestyle

Fears

- Not meeting his daily macro intake
- Missing a day at the gym and losing his gains
- Not having enough clients



威廉史密斯

年龄： 34

住宅： 南卡罗来纳州，哥伦比亚

教育： 研究生学历

职业： 公司经理

婚姻状况： 已婚有两个孩子



管理不是你想的那么简单，它更像是一门复杂的艺术

威廉现在每天都过着非常规律的生活，每天都在家里和公司之间。

科技带来舒适

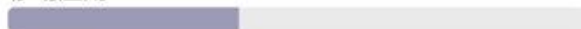
互联网



软件



移动应用



社交网络



成功的标准：

当他觉得自己与他人沟通良好，成功解决了当前的问题时。

需要

- 家人更懂
- 被老板和同事鉴定

想要

- 更高的收入
- 有更多时间陪伴家人

价值观

- 他认为家庭对他来说是最重要的
- 他认为理解是人与人之间交流的前提。
- 在他看来，努力与收获成正比

恐惧

- 不理解他人和家人
- 健康问题



Justin Smith

age: 21

residence: 1051 Southern, Columbia, SC

education: Undergraduate

occupation: Student

marital status: Single



Nothing can help us endure dark times better than our faith.

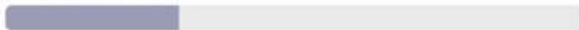
Justin Smith did well in school and managed his time well. Do the right thing at the right time.

Comfort With Technology

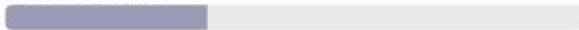
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

The scholarship
G.P.A

Needs

- Become a top professor in your field

Wants

- Graduated with an excellent grade
- To continue education at a top university

Values

- Practice trumps everything
- Trying is not always successful, but doing nothing is always a failure

Fears

- Spider, Snake
- Darkness

