

# John B.

age: 18+

residence: Columbia, SC

education: College

occupation: Student

marital status: Single



*Like i'm a college student man.*

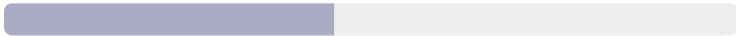
A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Find up to date information on events

Find events near by

## Needs

- What university events are coming up
- What sponsored events are upcoming
- Who is going to be attending

## Values

- Quick and Easy access to upcoming events and activates

## Wants

- Updates on upcoming off campus events

## Fears

- Missing out

# Peter Parker

age: 25

residence: Manhattan, New York

education: Doctorate in Biochemistry

occupation: Freelance Photographer at Daily Bugle

marital status: Single



*A wise man once told me, "With great power comes great responsibility."*

Peter is very reserved and shy. He typically goes to his job, Daily Bugle and takes photo of local hero, Spider-Man.

## Comfort With Technology

### INTERNET



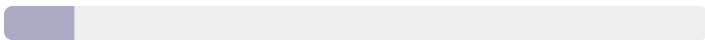
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Respect from boss, JJ Jameson
- A raise income

## Values

- Determination
- Resilience

## Criteria For Success:

Being presence in his friends and family's life.  
Become an successful scientist.

## Wants

- Wants a family with future wife, Mary Jane-Watson
- An average American life

## Fears

- Fail the people he cares about