

# Ghost, by William King

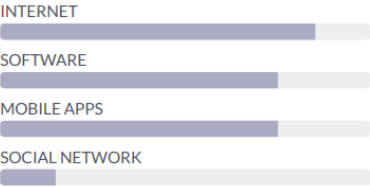
age: 18  
residence: Columbia, SC  
education: High School diploma  
occupation: Unemployed  
marital status: Single



"I'm a jack of all trades, but a master of none"

Wake up in the morning, go to class, be fidgety and socially awkward all day. After classes, study, do homework, or play video games. Rinse, repeat.

### Comfort With Technology



### Needs

- Food
- Water
- Soda

### Values

- Out-of-the-box thinking
- Perseverance

### Criteria For Success:

Feeling calm and studying so I don't feel stressed.

### Wants

- Video Games
- To not be pestered

### Fears

- To be relied on too much
- Spiders
- Snakes

# Camille

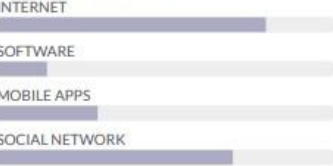
age: 27  
residence: New York City, NY  
education: Bachelor's Degree from Brown University  
occupation: Assistant for the CEO of Fabletics  
marital status: Single



Life is what you make of it

Camille spends most of her time managing her boss' affairs to keep them on track for meetings. She spends her free time volunteering for multiple organizations including work at the retirement home and children's clinics.

### Comfort With Technology



### Needs

- Balance between work life and personal life
- Easy to use apps

### Values

- Organization
- Volunteer work

### Criteria For Success:

In order for Camille to feel successful, she needs to be able to keep all of her work in line to feel organized.

### Wants

- Easier access to events that are required of her in her profession
- Finding more volunteer opportunities in areas that interest her

### Fears

- Camille fears that she may mess up something in her Boss' schedule
- She will get overloaded with events in her personal life



# Sam

age: 23  
residence: Montana  
education: Bachelor of Science from University of Wyoming  
occupation: Poultry Scientist  
marital status: Divorced for Tax Purposes



Do you imagine the universe is agitated? Go into the desert at night and look at the stars. This practice should answer the question. - Lao Tzu

Sam is very frugal and lives in a van down by the river to avoid paying rent to "fat cat landlords". She enjoys eating lentils and looking at pictures of cats

### Comfort With Technology



### Needs

- Food and Water
- A bigger van
- A therapist

### Values

- Financial Independence
- Fluid Thinking
- Organization

### Criteria For Success:

A lot of money for not a lot of work  
A cool hat

### Wants

- The destruction of mankind as we know it
- A cool hat

### Fears

- Birds
- Missing appointments
- The light



# Herman Hassan

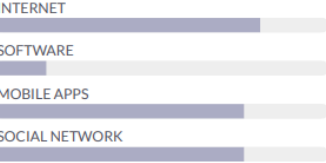
age: 27  
residence: Atlanta, Georgia  
education: Bachelor of Arts  
occupation: Teacher  
marital status: single



"You should enjoy the little detours to the fullest"

Herman likes to wake up early to do a 5-mile morning run and then goes to teach kids after and will usually stay late to help kid.

### Comfort With Technology



### Needs

- Working Out
- Teaching Kids
- being someone kids can look up to

### Values

- Committed
- mentor
- Credible

### Criteria For Success:

For Herman to feel successful he needs to get everything done early and stay motivated through the day.

### Wants

- Inspiring Students
- Coffee

### Fears

- Not being on time
- Forgetting Task
- Letting one of his students down

