

Harold Owens

age: 76

residence: Phoenix, Arizona

education: College Graduate, B.S. in Electrical Engineering

occupation: Retired

marital status: Married with 2 children, 4 grandchildren.



Take care of your things, and they'll take care of you.

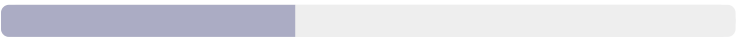
Harold is a retired engineer that spends his days relaxing, visiting his children and grandchildren, and running errands. Being a senior means his memory isn't the best, which he tries his hardest to remedy with various solutions.

Comfort With Technology

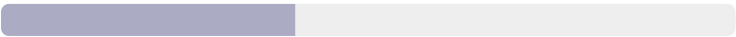
INTERNET



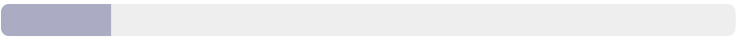
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Smoothly laid out plans
- Consistency in his tools and work
- Efficiency in his solutions
- Low barrier for entry when learning new systems

Values

- Simplicity
- Ease of use with his tools
- Kindness in others

Criteria For Success:

Harold feels most successful when he's completed what others ask of him quickly and efficiently. Generosity is something he enjoys greatly, so helping those he cares brings Harold a feeling of accomplishment.

Wants

- To enjoy his retirement without obstructions to his plans, including those imposed by his own forgetfulness.

Fears

- Forgetting important items, dates, appointments
- Making other people feel bad or not valued
- Being disliked by those he cares for

Natasha Alison

age: 16

residence: Flordia

education: Junior in Highschool

occupation: Babysitter

marital status: single



"Always be responsible"

Natasha is a new driver who can be quite forgetful at times. She spends most of her time at school or work. She spends most of her free time browsing twitter and Instagram.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Natasha thinks that for success she needs to be able to manage her time properly

Needs

- Reminders for when she leaves food in the car
- Temperature control for the kids she babysits

Values

- Good grades
- Good friendships
- Good time management

Wants

- Something to help her remember things better
- A healthy social life

Fears

- One day she may get too distracted and spoil one of her kids meals or worse, put the kid in harms way

Karen Grant

age: 31

residence: Phoenix, AZ

education: BA Nursing

occupation: Surgical Nurse

marital status: Single with two kids



"Every minute counts"

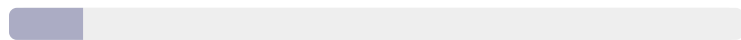
Karen is a determined mom that is working a stressful job while she raises her kids. She lives a busy lifestyle, working night shifts as a nurse and taking care of her kids during the day. She works very hard for her family and is often short on sleep, causing her to be forgetful sometimes.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Karen needs a double security to ensure her work doesn't get in the way of her family.
- Needs her kids and groceries to be safe while she is running errands

Values

- Family
- Safety

Criteria For Success:

Karen works very hard for her family through all hours of the day. To be successful, she needs reminders to help keep on her track throughout her busy lifestyle.

Wants

- Her children to be safe
- To not waste her hard-earned money on things that go to waste

Fears

- Karen fears her stressful job will impede on the caretaking of her children.

Virginia Gutierrez

age: 45

residence: Loma Linda, California

education: National Assisted Living Manager Certification Course

occupation: Home Health/ Home Care

marital status: Married with Kids



"Of course I can help you with that!"

Virginia is a caregiver for elderly or disabled patients that may need assistance with everyday tasks like: making meals, going to the grocery store, keeping up with taking medicine or ensuring their own wellbeing. She is a certified Home Health professional and works with many patients across Loma Linda.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Organization
- Transportation
- Independence

Values

- Service and Care
- Punctuality
- Family

Criteria For Success:

To meet or exceed the needs of those whom she is responsible for. Virginia is constantly rising to the occasion to ensure the well being and happiness of her patients. She wants to make them feel self sufficient but also cared for.

Wants

- To exceed the needs of everyone she serves

Fears

- Fears are the things that keep him or her up at night
- This might be something like failure
- But might also have to do with real fear