

# Amanda Perez, by Carson Murray

age: 32

residence: Charlotte, NC

education: Bachelors Degree

occupation: Teacher

marital status: Single | 1 Child



*My students come first in everything I do.*

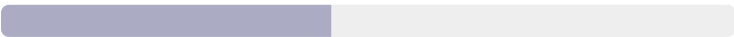
Joan is an experienced 2nd grade teacher. She is in her seventh year of teaching now but also realizing how much she needs to improve. She wants to get better about her lesson planning especially involving going outside. She needs an app that she can rely on to use the weather

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

To see all of her students grow and learn in her class.

## Needs

- To see her students learn and succeed in her class

## Wants

- An app that can warn her of severe weather, and can predict what the weather will be
- An app that is easy to use and understand

## Values

- Student growth
- Fun lessons that students enjoy
- Products that easily fit into her current workflow

## Fears

- Not being able to use her lesson plans that require being outside
- Doesn't actually improve student achievement
- Students becoming bored of non-engaging lesson plans

# Ralph Blanco

age: 27

residence: Lafayette, Louisiana

education: Bachelor's Degree from University of Kentucky

occupation: Bank of America Bookkeeper

marital status: Single

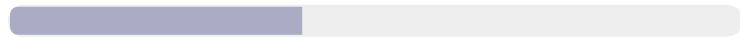


*"Enjoys the outdoors and loves photography"*

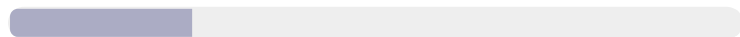
Ralph spends his day by going outdoors and taking photos after his shift as a bookkeeper at Bank of America. He is passionate in photography and soon wants to sell photos to small businesses.

## Comfort With Technology

INTERNET



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## Criteria For Success:

To feel successful Ralph enjoys the smaller things in life and enjoys the small adventures with his camera.

## Needs

- Ralph needs a clear schedule to pursue his goal of taking perfect photos for small businesses.

## Values

- Photography
- Hiking large mountains
- Beautiful parks

## Wants

- Wants perfect weather for his photos and outdoor activities.

## Fears

- Fear of bad weather
- Broken cameras
- Snakes

# Iman Palacios by Jalen

age: 25

residence: Seattle

education: B.S. Degree in Physical Science

occupation: Personal Trainer

marital status: Single without kids



## *"Wake Up Beauty, It's Time to Beast"*

Iman Palacios is a Personal Trainer based in Seattle, Washington. He enjoys hiking, biking, and running. He is also an adrenaline junk enjoying to skydive and jumping off cliffs into the ocean. He found his love for working out and helping others in high school and hasn't stopped since.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Needs

- Iman needs to know weather changes throughout the day.

### Values

- Being ahead of the weather

### Criteria For Success:

Iman likes the obstacles in life. For him to feel successful he has to feel like he is overcoming something. He always walks with a chip on his shoulder with the upmost confidence.

### Wants

- Iman wants to be able to know how to plan his day accordingly to the weather.

### Fears

- Iman fears one of his training sessions will have to be cancelled due to the changing of weather.