

# Shirley Pile by Sophie Bacon

age: 65

residence: Chevy Chase, MD

education: graduated college with a degree in library studies

occupation: Librarian and Grandma

marital status: Married with children and grandchildren



*Let's go find a nice book together!*

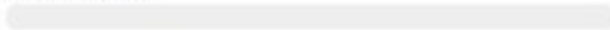
Shirley wakes up early everyday and has coffee, donuts, and bacon on her back patio with her husband. She then gets ready to walk to the local library, where she is in charge of the children's section. Shirley spends her day at the library and then picks up her daughter's children from preschool and takes them back to her house. She plays with her grandchildren until her daughter picks them up. Her husband comes home and makes them dinner. They then watch a show and read before bed.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Shirley loves to help others and be as involved as possible in her children and grandchildren's lives.

## Needs

- She wants to take her grandkids on a fun adventure road trip!
- ease of use from an app
- fun destinations
- filters for kids' activities
- voice directions so she doesn't have to look at her phone while driving

## Wants

- voice directions
- ability to play music in the background
- ETAs for each stop
- ability to set the time frame she wants to complete the trip within

## Values

- family
- love
- others

## Fears

- endangering others through carelessness
- forgetting if she turned the stove off
- If she forgot to put her curlers in



# Carly Smith by Lindsey Bonk

age: 19

residence: Denver, CO

education: Sophomore at the University of South Carolina

occupation: Student

marital status: Single



*"It's not about perfect. It's about effort." – Jillian Michaels*

Carly spends most of her time studying in her apartment but also enjoys hanging out with friends when she has free time. She has a 4.0 GPA and is very hardworking and passionate about her studies as a media arts major. Carly takes her social media presence very seriously and posts at least once a week.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Carly wants to get to know as many people as possible and make new friends.

## Needs

- Lots of time outside
- At least 8 hours of sleep a night
- Some form of social interaction every day
- A way to connect with more people on social media

## Values

- Fun
- Dependability
- Honesty
- Efficiency
- Safety
- Cleanliness

## Wants

- 5 hours of exercise a week
- New iPhone
- Travel once a month, even to somewhere nearby
- An app with suggestions for top locations near her

## Fears

- Laziness
- Missing an opportunity for an Instagram post
- Getting a boring job after graduation
- Being away from friends and family

# Alastair Cambridge By Tyler Beetle

age: 38

residence: London, United Kingdom

education: Master's Degree from King's College London

occupation: Influential Speaker

marital status: Single



*"Sharing my story with people around the world one stop at a time"-A. Cambridge*

Alastair Cambridge is an influential speaker who travels the world to share his experiences with young students in college. He is currently traveling around the United States with him and his small circle of peers from the United Kingdom.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

What's needed in order to make him or her feel successful.

## Needs

- Easy of Understanding the Interface
- Wide Variety of Locations
- Quality of Reviews from Foreigners
- Fast Routes

## Values

- Organization and Preparation
- Being Personable

## Wants

- Quality and Speed of Food
- Clean Toilets
- Fish and Chips
- American Experiences

## Fears

- Being late to a speech cause of a wrong turn
- Disgusting American toilets
- Spiders
- Dying



# Bryan Stevenson by Jaden Arnold

age: 28

residence: Knoxville, Tennessee

education: Bachelor's in Music Education

occupation: Highschool Band Director

marital status: Married with 2 kids



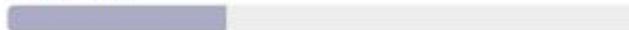
*"To achieve great things, two things are needed; a plan, and not quite enough time." -Leonard Bernstein*

Gets up nice and early before everyone in order to plan out his day. Spends so long planning his day that he's always late, messing up the rest of the day's schedule. Shows up just early enough to beat the students to class but is one of the last teachers to get to work. The first period of the day is always super unorganized but after that, the day runs like clockwork. During lunch, he eats in his office and reads by himself. At the end of the day, he has his last class help tidy up the band room so he can get over to the elementary school to pick up his kids.

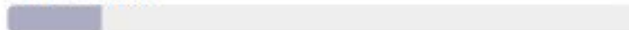
When he gets home, he either cooks dinner or calls his wife who's still at the office to ask her about her day and if she can pick something up on her way home. Finally, he kicks back and watching NCIS or football before bed.

## Comfort With Technology

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### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Everything going according to his plan

## Needs

- Quality family time with his family
- Time to destress after a long day

## Values

- Never miss a chance to make a joke no matter how bad the joke is

## Wants

- Very social, likes to talk with people.
- Occasionally wants time to himself to read

## Fears

- Snakes, bats & spiders
- Heights



# Joe Harris by Jayden Allen

age: 17

residence: Portland, Oregon

education: High School

occupation: Student

marital status: Single



*"You have to be able to except failure to get better" - LeBron James*

Joe is a 17 year old high school student, who recently has gotten his driver's license. Because he is the first one to get his driver's license out of his group of friends, he ended up as the designated driver for a road trip the he and his friends are planning. Since he is new to the roads he doesn't really have an idea of which rest stops best fit his needs.

## Comfort With Technology

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### SOCIAL NETWORK



## Criteria For Success:

Joe is a very competitive person with a fiery personality, but also loves to be in the comfort of his family and friends. No matter what Joe is doing he likes to be the best at it.

## Needs

- To access relevant information on rest stops that will be found on his trip.
- To be able to have this information easily available to him
- To be able to tell the difference between different rest stops.

## Wants

- To have a fun road trip with his friends
- A new phone
- Tinted Windows
- To make the Basketball team

## Values

- Hard work
- Having fun with friends and family
- Safety
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## Fears

- Car Crash