

College Callie (Ana Boccanfuso)

age: 18-22

residence: College Town/Dorm/Apartment

education: High School Diploma/Bachelors

occupation: Student Loans

marital status: Single, no kids



"Callie is a fun, sociable girl with great taste and a hard work ethic."

Callie spends her day taking class, studying, and doing extra curriculars like Dance Marathon. When she's taking class in her college apartment or simply hanging out, she wants it to smell great for herself and her guests.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Good environment to work in (light, scent, etc.)
- Fast internet and technology
- Good resources to study and take online class
- Restful and scentful place to hang out with her friends outside of classes

Values

- Friendship and having time for them outside of school
- Working hard at her education
- Quality time with herself and others
- A good-smelling home

Criteria For Success:

To allow Callie to succeed in her classes and beyond the classroom, Callie needs a good environment to work in and study. While being stuck in her dorm to do her school work, Callie needs a calm, peaceful home environment to work in and relax in. This requires a tidy apartment, a fresh scent of her home, and good lighting. She also needs a space that her and her roommates can agree on.

Wants

- Wants her home to smell good for herself and her guests
- Wants to have candles that her and her roommates both agree on
- Wants her candles to match the aesthetic of her apartment/house

Fears

- Not getting her work done on time
- Balancing between school/friends/extracurriculars/family
- Spending too much money on her wants
- Not getting along with her roommates

Eileen Marquez-Domero by Tyler Barrett

age: 79

residence: Charleston, SC

education: GED

occupation: Retired Insurance Agent

marital status: Widow



"There is nothing more important than love"

"I love spending my time with my grandkids, they're the most precious things!"

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Someone to take care of her, she doesn't understand a lot of the new technology that's come out
- Her support network
- Someone to drive her places, such as getting groceries, or going to her tennis matches

Values

- Loyalty
- Trustworthiness
- Reliability, doesn't like to be let down

Criteria For Success:

She's already been through the rigors of life and just wants to spend time with her family. She is also quite well off from her time working, her success these days is fully dictated by her happiness and satisfaction. Being able to buy candles in a simple and easy fashion would be very helpful.

Wants

- Loves to delight her family
- Spends a lot of time and money on her family,
- Also loves to try different candles, but she's getting a little older and it's harder to go visit the candle store
- To win her tennis league that she has with her friends
- Someone to talk to to and comfort her

Fears

- Losing more of her family
- Not being able to support herself
- Breaking bones, she has quite severe arthritis

Bob Hudson - John Cox

age: 35

residence: New York

education: Doctorate in Business Administration

occupation: Ceo of Bobs Burgers

marital status: Single, no kids



"Opportunity does not knock, it presents itself when you beat down the door."

Bob spends his day going over paperwork in the office, trying to keep Bob's Burgers successful

Comfort With Technology

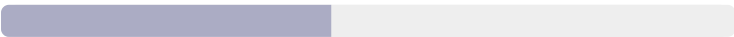
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Success is built upon hard work and a little luck. You know you've made it when you no longer have to worry about your next meal.

Needs

- Trusted managers
- Stable income
- Short commute to work

Values

- Intelligence
- Good Business Practices
- Fairness
- Rewarding excellent employees

Wants

- Well made candles to freshen up the office
- Expanding the business
- Nice suits

Fears

- losing the business
- not finding someone to have a family with
- being seen only for money



Long Yu by Naveen Chithan

age: 87

residence: Texas

education: High School Diploma

occupation: Martial Arts Instructor/ Husband

marital status: Married



Favorite quote from Rush Hour 3, "Yes, I am Yu. Carter: Just answer the damn questions, who are you?"

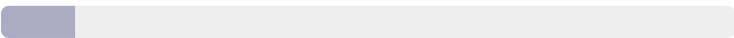
He instructs Martial Arts and likes to take a walk around the dojo. He is blind so his other senses are stronger. Because his sense of smell is really strong he likes to sniff everything he can in his free time. This is not limited to anything. He spends time with his wife.

Comfort With Technology

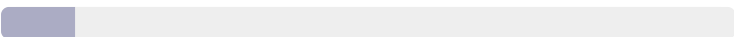
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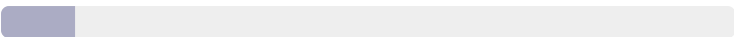
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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Wants to make his wife happy and pass down the legacy of his teachings to the younger generation. Makes a living out of teaching and if he can keep his dojo running. Wife likes Candles.

Needs

- Help with walking around
- Food
- Water
- Clothing

Wants

- Happy wife otherwise it will be not fun life
- Nice Smells
- Students
- Dojo
- Gift to make wife happy (She like candles)

Values

- Discipline
- Smells
- Students

Fears

- Wife not Happy
- No Students
- Not Nice Smells

Samantha Shah - Rahul Bulusu

age: 33

residence: 3 Kalanianaʻole Highway, Oahu, Hawaii

education: PhD

occupation: happy stock trader, grinding engineer, and a part time private investigator for people who need one

marital status: Married with 4 children



A unique candle for me will brighten my and everyone's day

Always taking care of my family and kids. Always on the hunt to find the next job as a PI. Cooking, playing tennis and soccer, watching movies, building cool things, and investing in stocks.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

I love candles but in stores I have never been able to find candles that are unique and that can be unique to my family and my life style.

Needs

- Looking for a unique candle for my house and for my job. It must smell good with my particular scents and I always love giving candles to people and using them during special holidays and events so finding the perfect customizable candle for me.

Wants

- Looking for themed candles which I can use for my kid's birthdays
- Looking for candles that I can give during holiday season such as for Christmas
- Looking for cool unique candles that I can customize
- Looking for unique scents as well

Values

- Always happy
- Love my jobs, my family, and my children although they are a ton of work to deal with
- Love working with people and helping people with their problems as a PI
- Loving giving candles as gifts to people.
- Love to always have a candle that is lit while I am working

Fears

- My two twin children and my other two energetic children may get a hold of the candles and eat them
- The candles not lasting very long
- Candles not being unique to my taste

- Looking for candles that relate to special events and themes