

# Daniel Harris

age: 31

residence: Mount Pleasant, SC

education: Certification classes at community college

occupation: Systems Administrator

marital status: Single dad of 1



*"Don't trust the person who arrives empty-handed."*

Daniel works a graveyard shift of 8-4 so he can help his 8-year-old son, Kayden, with homeschool. Catching sleep before and after his son's school, he sacrifices his personal liberties so he can foster his son's growth.

## Comfort With Technology

INTERNET



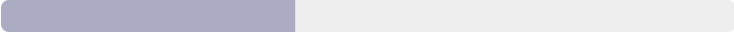
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

A way to streamline tasks into an elimination format to help keep up with my crazy day.

## Needs

- Ease in transitioning from work to home life.
- Weekly planner to direct his daily responsibilities.
- People and things to help him take care of his son.

## Wants

- A simple way to keep up with cooking and what his household requires.
- An occasional vacation with his son.
- Ways to find coupons for groceries and household/personal appliances.

## Values

- Emotional determination
- Integrity in words and actions
- Strong thinking

## Fears

- Losing the trust of his son and the people who help him.
- Existential dread setting in during the day.
- Motivation draining out of him.

# Olivia Green

age: 29

residence: Wilmington, North Carolina

education: Bachelor of Science in Interior design

occupation: Interior Designer

marital status: Married | 3 Children

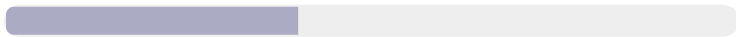


*"Your Style is a reflection of you"*

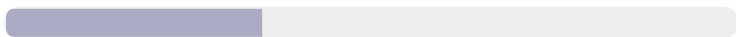
Olivia juggles her work as an interior designer, her husband, and her children. She loves her family and always wants what's best for them. However, she has a difficult time managing everything.

## Comfort With Technology

INTERNET



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## Criteria For Success:

Successful children; a happy, loving husband; and satisfied clients who enjoy their designs.

## Needs

- tools to make caring for her family easier.
- Tools to help keep track of the food in her kitchen.
- To save time for what matters most. (her family)

## Values

- parenting tips
- Design tips

## Wants

- easier shopping
- suggestions for meals
- simple diet management

## Fears

- Clients hating her designs
- Accidentally wronging a child

# Savanna Stepherson

age: 29

residence: Fort Mill, SC

education: College Degree

occupation: Physical Therapist

marital status: Married with 3 kids



*"Keeping the pantry stocked with 3 kids is a job in itself!"*

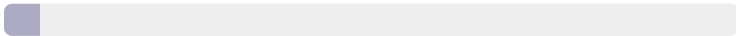
After seeing her clients for physical therapy, Savanna returns home to her three 8-15 year old children to keep up with their homework, sports, and other activities as dad works longer hours.

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## Needs

- Way to keep track of pantry stock
- Reminders on expiring food
- To save money on groceries

## Values

- Quick pantry updating
- Simple app design

## Criteria For Success:

Feeling that she can successfully pull off working full time as a physical therapist while keeping the kids up with their schoolwork and afterschool activities

## Wants

- Buying groceries in app
- Suggestions on select recipes

## Fears

- Her kids being disappointed in her as a mom
- Falling behind at work
- Not being able to make dinner often
- Her kids falling behind in school

# John Johnson

age: 35

residence: Vail Colorado

education: Undergraduate degree in Computer engineering

occupation: Network engineer

marital status: Single



## *A very picky neat freak*

Works 9-5, cooks for himself, doesn't like to eat out, not a very social person, and doesn't like being in a social environment for too long

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Everything has to be in order the way I like it otherwise it really bothers me and distracts me

### Needs

- Apps that keeps things organized for me
- Access to information when I need it

### Values

- Organization
- Accuracy
- Efficiency

### Wants

- Apps that make my everyday life easier and less time consuming

### Fears

- Being late
- Being messy
- Forgetting important information