

Maria Santos

age: late 40s

residence: Columbia, SC

education: College Dropout

occupation: CEO

marital status: Married



"Google it."

As Maria gets older, she has started to place more importance on her health and fitness. As a result, she has early mornings to exercise and focus. She often checking her emails and stays up to date on the newest advancements in the technology world. She is also committed to mentoring her team and providing guidance. Maria sometimes forgets to eat due to her busy schedule, but her husband takes care of her and cooks for her every night.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

The happiness of those around her and the furthering of knowledge for the younger generation.

Needs

- Innovation, new and fresh ideas
- Strategic growth
- Effective leadership team

Values

- Responsibility
- Ambition
- Curiosity
- Empathy

Wants

- Strong company culture
- Market leadership
- Talent acquisition

Fears

- Stagnation
- Loss of talent
- Negative Press
- Disappointing those around her

Shannon Percy

age: 26

residence: Charlotte, North Carolina

education: University of North Carolina Graduate

occupation: Customer

marital status: Single



"A person who never made a mistake never tried anything new"

Makes sure that the application is actually working and whether or not it's successful

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Criteria For Success:

Needs to be helpful

Needs

- Organization
- Calm Enviroment

Wants

- Quietness
- Flexibility

Values

- Preparedness
- Vocalness
- Family

Fears

- Fear of Failure
- Fear of the dark

Emily Turner

age: 32

residence: Columbia, SC2

education: Bachelors

occupation: Employee

marital status: Married



"Design is not just what it looks like and feels like. Design is how it works." – Steve Jobs

Early morning run and a hearty breakfast. She researches in an effort to stay up to date with constantly advancing trends and tools. She spends her evenings with her husband, friends, and family, often going out for dinner or having them over to her house.

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SOCIAL NETWORK



Criteria For Success:

Professional growth and learning and user satisfaction

Needs

- collaboration
- professional growth
- work-life balance
- recognition

Values

- adaptability
- attention to detail
- empathy
- responsibility

Wants

- a user-centric approach
- opportunities for leadership
- supportive work environment
- opportunities for travel

Fears

- overwork
- stagnation
- rejection

Teresa Jones

age: 47

residence: Columbia, South Carolina

education: High School Diploma

occupation: Admin

marital status: Single



"If you can't do it right, then don't do it at all"

Oversees the development of the application

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Criteria For Success:

An efficient work environment

Needs

- Time management
- Support from her higher-ups
- Conflict management
- Funding for projects

Values

- Time, family
- Money

Wants

- Career advancement
- Work-life balance
- Job security
- Travel opportunities

Fears

- Aquaphobic
- Claustrophobic
- Acrophobic
- Arachniphobic
- Nyctophobia

