

Billy the Kid

age: 32

residence: south carolina

education: some college

occupation: self employed/teacher

marital status: married with 10 kids



if you don't give it you're, all what's the point?

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Teachers joining together for more money

Needs

- Teachers need to stand together
- Funding
- Fight for better pay

Values

- Hard work
- customized work flow
- internet savvy

Wants

- freelance for teachers
- higher pay
- better job opportunity

Fears

- Not working
- 1 year contracts
- students failing due to state testing



Martian Man

age: 45

residence: North Carolina

education: College

occupation: Professor

marital status: Single



I enjoy teaching more than anything. If I could teach ever class myself I would be sadly that's not the case.

I spend my day preparing lectures for my classes and grading assignments, as well as attending important meetings.

Comfort With Technology

INTERNET



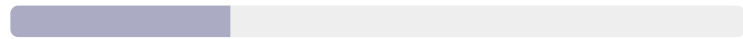
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

When students get the education they need to succeed in life and when teachers are adequately paid for their work.

Needs

- Higher teacher wages
- Adequate education requirements for students
- More time spent making sure students are understanding the material

Wants

- Better learning environments for both teachers and students
- Teachers are evaluated on their effectiveness
- Stricter teacher hiring criteria

Values

- Teachers who take their jobs seriously rather than just looking for a check

Fears

- A world where the education requirements for students get lower.
- A world where no one sees the problem with the current education system.