

Lucy Gray

age: 20

residence: New York City, New York

education: In college, NYU

occupation: Waitress

marital status: Single



"Work hard and be strong"

Lucy rides her bike to school and work due to the city life she cannot own a car. Crime at NYC is high and she worries about her safety or her bike. She enjoys technology and spending time in the library. She likes to shop and be independent most days. She moved to NYC for education and to start her new life.

Criteria For Success:

Studying

Good grades

Working

Being independent

Maintaining a job

Comfort With Technology
INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Wants

To feel safe

Feel confident in everyday life

Needs

Safety, her books and the library, her bike,
and being on time.

Values
Money
Family and friends Success

Fears
Failure, being late
Being alone at night, getting mugged/hurt
Getting lost

Edward Blankman

age: 30

residence: Gainesville, Florida

education: Finance Major

occupation: Financial Advisor

marital status: Married with a son



"Don't spend what you don't have."

Edward likes to take his bike to work everyday in the busy college town. He loves his job and he really likes to ride his bike on his free time and race bikes a couple times a year. He is not satisfied with his life because his wife is not as attractive as he wanted and for that reason he does not want to have another child with her.

Comfort With Technology
INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

Edward needs his bike because he has no other way to get to work

He also needs his wife because he is not a good cook

He needs to be validated by his wife even though he is more successful than her

Criteria For Success:

He feels successful when he gives his client good financial advice and they make money because of him. He also feels successful when he does well in his bike races.

just like him

He wants his wife to get a job and stop being a stay at home mom

He wants to cheat on his wife but does not know if he has the guts

Wants

Edward wants his son to get into biking

Values

Edward values honesty to the highest extent He also values his family over everyone else Organization

Fears

Edward fears that he will give a client bad financial advice and worsen their financial situation

He also is very scared of koalas so his wife sings to him every night