

Joan Perez

age: 26

residence: Charlotte, NC

education: Bachelors Degree

occupation: Teacher

marital status: Single | No children



My students come first in everything I do.

Joan is a new teacher, having recently gotten her certification from a teacher placement agency. She is in her second year of teaching now, starting to get the hang of things more, but also now realizing how much she needs to improve. She wants to get better, but also wants to be smart about it.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Meseasurable impact
- To have project self manage

Values

- Student growth
- Time savings
- Products that easily fit into her current workflow

Criteria For Success:

To see all of her students grow 1.5 grade levels.

Wants

- Something that doesn't take long to setup
- Products that integrate with other existing technology

Fears

- Cutting into already sparse free time
- Starting something that isn't sustainable
- Doesn't actually improve student achievement
- Someone else has already built what she needs

Ricky Metzger

age: 20

residence: Washington, DC

education: Pursuing a Bachelor Degree of Fine Art (BFA)

occupation: Student

marital status: Single | No children



I love this idea, and I can't wait to test it with our customers!

Ricky likes to focus heavily on one aspect of a project, and appreciates his vendors handling the other responsibilities. He prefers to use existing best practices before inventing new paradigms.

Comfort With Technology

INTERNET



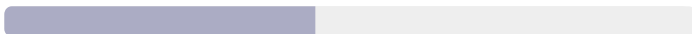
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

Needs

- Excellent User Experience
- To be involved in the Design Process

Values

- Detailed communication
- Well rounded style guide
- Decisions backed up by user research

Wants

- Trendy UI
- To see User feedback before any major decision

Fears

- Disappointing Users
- Producing a bad product

Sean Perkins

age: 21

residence: Washington, DC

education: Pursuing a Bachelors Degree (BA)

occupation: Student

marital status: Single | No children



I think this idea could work, I just need to put more energy into it.

Sean is juggling many projects and priorities. He appreciates help from his vendors and employees. When tackling something new he prefers to do some research then consult an expert.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

Needs

- Tangible results
- To have project self manage

Values

- Detailed planning
- Concrete expectations
- Decisions backed up by analytics or data

Wants

- Start small
- See results before spending more money

Fears

- Failure
- Wasting money
- Being too hasty