

Noah Johnson

age: 21

residence: Dallas, Tx

education: Bachelors Degree

occupation: Real Estate Agent

marital status: Married | No Children



"The Way Get Started Is To Quit Talking And Begin Doing."

Noah Spends the weekdays and weekends showing off houses to customers and on his free time spends a lot of time maintaining his barn. Noah is new to his job and is not accustomed to his schedule yet and stresses about how his busy schedule is effecting his relationship with others.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A way to properly manage his schedule to make free time with friends and family.

Needs

- A way of keeping track of scheduled house showings.
- An easier way to manage free time
- A reminder of who he meeting for the day

Values

- Family
- Friends
- Organization
- Work

Wants

- To take yearly vacations
- Children
- Weekend to hang out with friends from college

Fears

- The idea that he may fail as a parent due to time management
- The loss of friendships due to his job
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James White by Michael Yang

age: 22

residence: Riverside, CA

education: Bachelors Degree

occupation: Computer Technician

marital status: Single



Push yourself, because no one else is gonna do it for you.

Maintains and repairs computers and servers, but has a hard time to spend time for activities and hobbies.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Improvement on time management to make a easy stable day.

Needs

- A schedule planner for work and activities.
- A better way to spend time with friends or workout

Values

- Hard Working
- Kind
- Out Going

Wants

- To travel to other countries
- Get a wife
- More time working out

Fears

- Clowns
- Dolls
- Heights

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. This is her first year of teaching. She is starting to get the hang of things more, but also now is realizing how much she needs to organize her days and keep track of things.

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SOCIAL NETWORK



Criteria For Success:

Improvement in mental health due to manageable work week

Needs

- Meseasurable impact
- To have project self manage
- Easy set up

Wants

- Something that doesn't take long to setup
- Products that integrate with other existing technology
- More free time
- Balanced work/free time

Values

- Alone time
- Time savings
- Organization

Fears

- Starting something that isn't sustainable
- Too hard to set up



Jay Anderson by Patrick Young

age: 20

residence: Phoenix, AZ

education: Bachelors Degree for Computer Science at a 4-year college

occupation: Software Developer

marital status: Single



"Find a job that you love and you'll never work a day in your life."

Spends the day getting work done taking care of responsibilities, but often struggles to find time to do much more.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A means of planning out his busy daily schedule which includes errands, work, exercise, and down time.

Needs

- An organized schedule for deadlines at work
- A better means of planning for time on and off of work

Values

- Honesty
- Working Hard

Wants

- To travel to other countries
- A pet puppy
- More time to explore hobbies and interests

Fears

- Spiders
- Snakes
- Clowns