

# Brian Henderson

age: 30

residence: Columbus, Ohio

education: Bachelors's in Finance

occupation: Bank Managewr

marital status: Married, single, with kids, without



*A quote from to help define their voice and personality.*

Started to become aware of how much trash we live in, I need gloves to protect myself.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Cover my hands, and it will be a good product.

## Needs

- Needs a pair of gloves that can protect his hands from the germ invested society.

## Values

- I have no values.

## Wants

- Wants to be able to keep gloves on and use touch screens.
- Wants the glove to be more elastic than a fixed size.

## Fears

- Fears that the material will rip or break.

# Jessica Simmons-Smith

age: 23

residence: Florida

education: Culinary Arts Degree

occupation: Professional Chef

marital status: Married



*"What are you? An idiot taco." -Jessica Simmons-Smith*

Enjoys butchering, baking, and strangely enough finds candlestick making to be a soothing passtime. Is a five star chef and has her own restaurant. She hates the amount of pollution that happens when plastic gloves are thrown out.

## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Criteria For Success:

Gloves that can be sanitary and reusable in order to preserve the environment and be chill with the health department

## Needs

- Reusable gloves for cooking
- Something clean to use during cooking

## Values

- efficiency
- cleanliness
- cost effectiveness
- the environment

## Wants

- ways to tell how much gloves have been used
- different kinds of gloves that can be used for different situations

## Fears

- Cross contamination
- Being called by the health department

# Heh Heh

age: 27

residence: Metroville

education: Associate's Degree in Marketing

occupation: Office of Corporate Office

marital status: Married, single, with kids, without



*"Lol, Lmao" -Heh Heh*

He wakes up, goes to work, participates in witty banter with his colleagues, goes home

## Comfort With Technology

INTERNET



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## Criteria For Success:

Feeling relatively comfortable, being perceived as funny

## Needs

- -Not being grossed out by whatever he touches
- -Feeling stylish
- -Cheap hardware

## Values

- -Humor
- -Amicable interpersonal relations
- -Cleanliness

## Wants

- -Convenient reusability
- -Discrete form factor
- -Environmentally friendly

## Fears

- -Disease
- -Unpleasant experiences
- -His mother