

# David Brown - created by Josh Pope

age: Mid 20's

residence: Salt Lake City, Utah

education: Self-taught

occupation: Cybersecurity

marital status: Single



*Hacking and Helping both start with H*

Self-taught white hat that helps defend companies from online attacks

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Access to a computer at almost all times
- A quiet place to be able to think
- VPN Availability

## Values

- Anonymity
- Privacy
- Internet connoisseur

## Criteria For Success:

Helping defend against hackers trying to exploit companies for money

## Wants

- High-end computer workstation
- Private home somewhere remote
- A wife and 2 kids

## Fears

- Being unable to help a company before they are compromised
- Being hacked himself
- Not being hired by companies to keep them safe
- Actual identity being exposed

# Jakob Johnson- created by Clay Crews

age: 34  
residence: Huntsville, AL  
education: Bachelors in Computer Engineering  
occupation: Software Dev  
marital status: Single



*"I'm so busy with my job I have no time for myself"*

Jakob is juggling many projects and priorities. He enjoys his schedule being well planned out to avoid any confusion or additional stress.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Accurate results
- To have project self manage

## Values

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

## Criteria For Success:

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

## Wants

- Start small
- See a plan before making a commitment

## Fears

- Failure
- Wasting money
- Being disorganized



# Christy Mommy - by Josh Moorehead

age: 30-40

residence: Neighborhood

education: Bachelors

occupation: Stay at home mom

marital status: Married with multiple kids



*"There is no such thing as a mom who has it all together."*

Christy is a stay at home mother with three young kids who often finds herself lacking time for everything she wants to get done. She values her parenting above anything else, and never stops thinking about family responsibilities (except for wine nights). She tries her best to be a calm person but is often overwhelmed with her crazy kids that it is hard to achieve. She also loves an organized house and kitchen.

## Comfort With Technology

INTERNET



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## Criteria For Success:

To feel successful Christy must feel her kids are growing up with a good childhood.

## Needs

- Christy needs to have an organized schedule to get the best use out of her scarce time

## Values

- Organization
- Efficiency
- Healthy environment

## Wants

- Christy wants kids to have a schedule and routine
- Christy wants to have time for herself
- Christy wants kids to have varied experiences

## Fears

- Kids are uninterested in things because it is too much stress
- Husband never sees her
- She is a bad mother

# Chet Thurmond - Created by Lucas Aust

age: 20  
residence: Boston, MA  
education: Junior at Harvard  
occupation: Cashier at McDonald's  
marital status: Single



*"Failure is the opportunity to start again, this time more intelligently"*

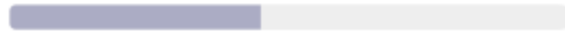
Chet is a political science major at Harvard University. He has a very busy schedule attending Harvard. Because of this, he tends to be quite unorganized. He often forgets assignments, misses out on valuable sleep, and rarely puts time aside to go to the gym or work a shift at McDonald's

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Positive influence to stay focused on a task.
- Avoid use of confusing software.
- Mix academics with social life and going to the gym.

## Values

- High level of work.
- Organization.
- Respect.

## Criteria For Success:

Chet likes to maximize his efficiency. In order to feel like he has made the most out of his day, he must know that he has completed all of his tasks including his homework, work at his job, and going to the gym.

## Wants

- Keep a set schedule.
- Keep his priorities straight.
- Minimize time spent on tasks.
- Be as productive as possible.

## Fears

- He will not complete work and fail out of college.
- He will be fired for missing shift.
- He will get out of shape by not going to the gym.
- Spiders.