

# Rockee Rhode

age: 21

residence: Columbia

education: Some college

occupation: Subway worker

marital status: Single



*I want to be able to find my personal items if I lose them. I seem to misplace things all of the time.*

Attends college during the week, with some days they work. During their free time, they browse on their phone or computer.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Needs consistency in scheduling to keep track of time.

Needs technology to be better efficient with work.

## Needs

- Computer or laptop for school.
- Phone to contact people.

## Values

- High level organization.
- College education.

## Wants

- Ice cream.
- Good grades.
- Personal items to be protected.
- Find misplaced items quickly and easily.

## Fears

- Losing items that affect his education.
- Misplacing items at locations where they could be easily stolen.

# Bob Smurgle

age: 30

residence: 9031 Luzzle Berry Ln

education: College Graduate

occupation: Garbage Man

marital status: Single



*"I hate my job and am very messy"*

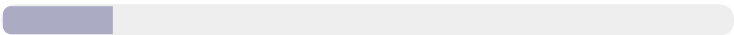
I like to listen to music while I work and scroll social media

## Comfort With Technology

INTERNET



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## Criteria For Success:

I need to be able to wake up get my stuff quickly and head to work.

## Needs

- -need to be able to find my items quickly
- -must be able to find them around my disgusting apartment ie: in the couch, under the piles of trash I leave around
- -must work long distance in case I drop it off my garbage truck

## Wants

- -I want it to be cheap
- -I want to be able to use it for things other than my phone and earbuds
- -I want to spend as little time looking for my items as possible

## Values

- -I value an easy solution
- -I value whatever requires the least amount of work
- -I value a low cost low effort solution

## Fears

- -I don't want people to see where my stuff is
- -I fear losing my stuff
- -I fear dying alone

Your Logo Here

# Ethan Davis

age: 19

residence: South Carolina

education: Undergraduate student

occupation: Part-time grocery clerk

marital status: Single



*It's so hard to find lost items on campus!*

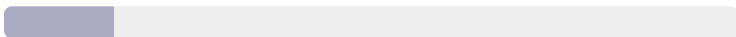
Goes to classes and eats at the various dining hall locations. On the weekend spends time hanging out with friends and watching football.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Good grades.

## Needs

- Organized schedule
- Respectful class environments
- Quiet study spaces

## Values

- Organization
- Cleanliness

## Wants

- Clean living environment

## Fears

- Fears falling short of goals

# Travis Selman

age: 25

residence: Charlotte NC

education: Graduate

occupation: Photography Business

marital status: Single



*Photographers don't take pictures. They create images. It is more important to click with people than to click the shutter.*

On a regular day he first starts off by finishing the pervious photography orders. Like editing and delivering the photos and video that he shot.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

The business is already flourishing, probably will need more photography projects to expand his business'.

## Needs

- The needs are more improvised equipment for photography and photo/video editing technology

## Values

- Works dedicatedly and meticulously for customer satisfaction.

## Wants

- The wants are probably to expand the business and take up new projects

## Fears

- The fear is to maintain the consistency in his business and expand it more.