

Sandy Lewis by Madelyn Doyle

age: 37

residence: Lexington, SC

education: Masters in Accounting

occupation: Accountant

marital status: Married with 2 kids



"Organization is a requirement"

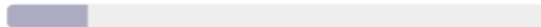
I enjoy spending time with my family, and caring for my mother! My kids are the light of my life, and my husband is very supportive.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

I need an organized plan, and things that make my life easier.

Needs

- Affordable care for my mother
- No nonsense searching
- 24/7 help
- Live in hospice

Wants

- Someone to meet the emotional as well as physical needs of my mother
- Someone who can help me with all of the medications and requirements that my mother needs
- To have more time with my kids
- Hopefully a vacation very soon

Values

- Personal Hygiene
- Organized health plans

Fears

- Being overcharged
- Not getting what I paid for
- Someone who would take advantage of my elderly mother
- Not enough time with my kids and husband

Jimmy Barcher by Corey Reed

age: 27

residence: Richmond, Virginia

education: Masters in Electrical Engineering

occupation: Manager at Duke Energy

marital status: Married with 2 Kids



"I just need a freaking break"

I spend most of my days working in the electrical plant and Duke Energy. It is a tiring and long workday and I make sure everything is in order before I leave. I am off on Sundays and spend most of the day relaxing.

Comfort With Technology

INTERNET



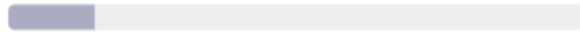
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

I need to keep the workplace controlled and organized in order to be happy

Needs

- Support from other managers
- Hard-working employees
- A 24/7 nurse for his elderly grandmother

Values

- Extremely hard worker
- Good with people
- Skilled in wiring

Wants

- To get his kids the best education possible
- A pool
- A family pet to teach his kids values

Fears

- His elderly Grandmother is going to be left without care
- He does not spend enough time with his children or wife
- His wife is going to leave him for his associate Jerry Hopkins



Shona Pickilo by Matthew Tully Moser



age: 24
residence: Myrtle Beach, South Carolina
education: Nursing School
occupation: Registered Nurse
marital status: Married without Kids

"Well being and healthcare are my priority"

She typically starts the day at around 4pm after her night shift at the hospital then she go and eats breakfast at a local cafe around 5-6 pm before closing after that she hangs out with her husband and goes to work at midnight at the hospital.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She wants to support her and her future family by helping other people and improving their overall health.

Needs

- She needs to pay of her student loans quickly before they gain interest.

Values

- She values the well beings of other people above her own.

Wants

- To create a cozy environment for patients, family, and friends

Fears

- Fears the well being of the future generations through the extended use of social media
- Another night shift at the hospital