

# Frank Sellers

age: 19

residence: Washington, DC

education: High School

occupation: Student at Georgetown University

marital status: Single | No children



*Time is the longest distance between two places*

Sean is juggling many projects and priorities with school. He does not own a car so he must use public transportation. Some days he arrives late to class due to not knowing how he will get the class.

## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Criteria For Success:

When a he arrives on time at school without spending a lot of money.

## Needs

- To have reliable transportation

## Wants

- A ride to school
- See cost of transportation

## Values

- Detailed planning
- Safe transportation
- Saving money

## Fears

- Failing his class
- Wasting money

# Barry

age: 20-40

residence: New York City, New York

education: Bachelor of Arts

occupation: Travel Photographer

marital status: Single



*"What is happening, I don't even know anymore."*

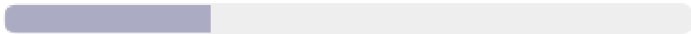
Every day it seems like Barry wakes up in a new place. He is always on time for work and unfamiliar with the place where he is and doesn't have time to rent a car or research the optimal travel routes.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Rides to work
- Public transport
- Guides to whichever city or state they are in
- Maps

## Values

- Easy to use interface
- Coordination and organization
- Location of where everything is

## Criteria For Success:

Stress-free without having to worry about getting somewhere late. Access to all sorts of public amenities in big cities and calm public places to work in.

## Wants

- Maps that show optimal travel routes
- A girlfriend
- Color-coded travel routes
- Safe and secure ride sharing

## Fears

- A very unorganized interface
- Girls
- Spending too much money on transport
- Getting to work late
- Not knowing where they are

Your Logo Here

# Todd Johnston

age: 36

residence: Buttzville, New Jersey

education: Masters Degree at Penn State University

occupation: Owner of Hot Dog Johnny's

marital status: Married with kids



*"Everything worth doing is worth overdoing"*

I wake up at 5:03 a.m. every morning after exactly 7 hours of sleep without an alarm clock, always rising before the sun. I then spend a few hours toying around with the concept of the perfect hot dog, in an attempt to be named #1 in America, surpassing even Rutt's Hutt. After concluding my session, at about 8 I hit the gym, and when I come back, I say good morning to my wife and kids who have woken up at some point while I was gone.

After showering, it is about 10 o'clock when I grab myself some lunch and practice some chess against a supercomputer, sharpening my multitasking skills as well as strengthening my mind. After the game ends, typically by me winning, I take care of emails for my business, making sure everything is running smoothly - which it is. My day starts coming to a close around 9 p.m. when I start getting ready for bed. I am in bed and fast asleep by exactly 10:03 p.m. dreaming about how I'm going to tackle the next day.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Respect of the people, profit.

## Needs

- To know I'm doing the most I can to succeed

## Values

- Hard workers
- Passionate people

## Wants

- To provide the world with the greatest hot dog

## Fears

- Never achieving the greatest hot dog