

Chris Evans

age: 23

residence: Columbia, South Carolina

education: College

occupation: Student majoring in Computer Science

marital status: Single



"I hope college helps me become successful in my future career field"

Chris Evans is a college senior based in Columbia. He values behaviors and practices that promote teamwork, respect, and consistent effort. Open communication, accountability, and a proactive attitude are key aspects he appreciates in both personal and professional settings. Chris emphasizes staying organized, adhering to deadlines, and maintaining a positive mindset. He also believes in continuous learning and personal growth, encouraging others to challenge themselves and seek opportunities for improvement.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Ease of app usage
- Easily Accessible
- Reliability of the app

Values

- Making a lot of money
- Networking with people

Criteria For Success:

For Chris Evans, success is defined by consistently meeting academic and project deadlines, while demonstrating a strong understanding of computer science concepts through practical application. Additionally, success involves actively participating in team collaborations, contributing to innovative solutions, and continuously developing technical skills to stay current in the ever-evolving field.

Wants

- Reminders in app
- Wants to feel connected to other apps

Fears

- Wont be successful
- Wont make parents proud
- Wont be rich



Sean Perkins

age: 33
residence: Washington, DC
education: Bachelors Degree (BA)
occupation: Business Owner
marital status: Single | No children



I think this idea could work, I just need to put more energy into it.

Sean is juggling many projects and priorities. He appreciates help from his vendors and employees. When tackling something new he prefers to do some research then consult an expert.

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MOBILE APPS



SOCIAL NETWORK



Needs

- Tangible 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 results before spending more money

Fears

- Failure
- Wasting money
- Being too hasty

Joan Perez

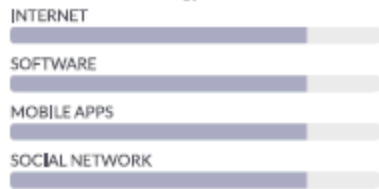
age: 26
residence: Charlotte, NC
education: Bachelors Degree
occupation: Teacher
marital status: Single | No children



My students come first in everything I do.

Joan is a new teacher, having recently gotten her certification from a teacher placement agency. She is in her second year of teaching now, starting to get the hang of things more, but also now realizing how much she needs to improve. She wants to get better, but also wants to be smart about it.

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Criteria For Success:

To see all of her students grow 1.5 grade levels.

Needs

- Measurable impact
- To have project self manage

Wants

- Something that doesn't take long to setup
- Products that integrate with other existing technology

Values

- Student growth
- Time savings
- Products that easily fit into her current workflow

Fears

- Cutting into already sparse free time
- Starting something that isn't sustainable
- Doesn't actually improve student achievement
- Someone else has already built what she needs

Ricky Metzger

age: Late 20's
residence: Washington, DC
education: Bachelor Degree of Fine Art (BFA)
occupation: Designer
marital status: Single | No children



I love this idea, and I can't wait to test it with our customers!

Ricky likes to focus heavily on one aspect of a project, and appreciates his vendors handling the other responsibilities. He prefers to use existing best practices before inventing new paradigms.

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INTERNET



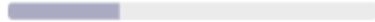
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Excellent User Experience
- To be involved in the Design Process

Values

- Detailed communication
- Well rounded style guide
- Decisions backed up by user research

Criteria For Success:

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

Wants

- Trendy UI
- To see User feedback before any major decision

Fears

- Disappointing Users
- Producing a bad product