

James White by Michael Yang

age: 22

residence: Riverside, CA

education: Bachelors Degree

occupation: Computer Technician

marital status: Single



Push yourself, because no one else is gonna do it for you.

Maintains and repairs computers and servers, but has a hard time to spend time for activities and hobbies.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Improvement on time management to make a easy stable day.

Needs

- A schedule planner for work and activities.
- A better way to spend time with friends or workout

Values

- Hard Working
- Kind
- Out Going

Wants

- To travel to other countries
- Get a wife
- More time working out

Fears

- Clowns
- Dolls
- Heights



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. This is her first year of teaching. She is starting to get the hang of things more, but also now is realizing how much she needs to organize her days and keep track of things.

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SOCIAL NETWORK



Criteria For Success:

Improvement in mental health due to manageable work week

Needs

- Meseasurable impact
- To have project self manage
- Easy set up

Wants

- Something that doesn't take long to setup
- Products that integrate with other existing technology
- More free time
- Balanced work/free time

Values

- Alone time
- Time savings
- Organization

Fears

- Starting something that isn't sustainable
- Too hard to set up



Jay Anderson by Patrick Young

age: 20

residence: Phoenix, AZ

education: Bachelors Degree for Computer Science at a 4-year college

occupation: Software Developer

marital status: Single



"Find a job that you love and you'll never work a day in your life."

Spends the day getting work done taking care of responsibilities, but often struggles to find time to do much more.

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Criteria For Success:

A means of planning out his busy daily schedule which includes errands, work, exercise, and down time.

Needs

- An organized schedule for deadlines at work
- A better means of planning for time on and off of work

Values

- Honesty
- Working Hard

Wants

- To travel to other countries
- A pet puppy
- More time to explore hobbies and interests

Fears

- Spiders
- Snakes
- Clowns