

Agnes Maddock - Derek Kaiser

age: 78

residence: Allentown, Pennsylvania

education: High School Diploma

occupation: Retired

marital status: Married

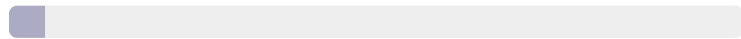


I like my days perfectly planned out with no surprises.

Being married to her high school sweetheart Jack since 1965, she enjoys drinking coffee and petting her cat Whiskers. Having raised two kids and put them through college, she is a natural caregiver and likes to keep the house tidy while also cooking and baking.

Comfort With Technology

INTERNET



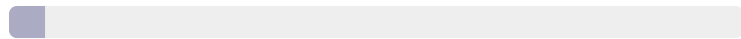
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Wants to engage in tasks that she can complete by herself and be proud of. Shouldn't be too stressful or complicated where extra help is necessary. Make doing everyday tasks easier.

Needs

- Something fun and rewarding to keep her busy
- Fresh fruits and vegetables for baking/cooking
- Easy to use and understand

Values

- Doing the job right not quickly
- Making other people happy
- Caring for others

Wants

- To enjoy the rest of her life and not stress
- Eat healthy

Fears

- Forgetting things
- Technology taking over her life

James Edgar - Ray Lamar

age: 39

residence: Helen, Georgia

education: Bachelor degree in agriculture

occupation: Farmer

marital status: Married, one child



Getting hurt keeps is what keeps you alive. Just keep on moving forward.

Always outside, can't afford to just settle down, because stay moving is what keeps him going. Starts on the bigger tasks and works his way down, makes the day feel easier to tackle the hardest stuff right of the bat. Wife takes their kid to school and she works from home, so he is on his own for most of the day. In summary, he's always on a machine, always in the sun, always has somewhere else to be.

Comfort With Technology

INTERNET

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Criteria For Success:

If he knows for certain everything is accounted for, he's content. He can be restless if he feels his job isn't completed.

Needs

- Wants something that ensures he's completed his tasks
- Intuitiveness

Values

- Attention to detail
- Technology that doesn't feel too intrusive to his work

Wants

- Would prefer that the app not bombard him with messages, but deliver them timely
- Would like for the times for notifications to not be the same for every day so he can adjust them based on the amount of work he must do before taking care of smaller plants on that day

Fears

- Letting a crop die due to lack of care
- Being overloaded with work so much so that he can't organize

Jenny Park - Lauren Finch

age: 24

residence: New York City

education: Bachelors in Art History

occupation: Part time museum worker and aspiring artist

marital status: single



I think everything is artistic if you look at it the right way.

She spends most of her time making art or spending time in art museums. Her apartment is very well decorated and has a lot of plants, which are her favorite form of decorating, but she never remembers to take care of them so they always die.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A way to help her keep track of what she needs to take care of at home to keep her space nice and inspirational.

Needs

- A way to keep up with what needs to be done at home.
- Ways to keep her plants alive.
- Ways to better arrange her space.

Values

- An aesthetically pleasing space.
- Convenience in her life.

Wants

- An easier way to keep up with in home responsibilities.
- To be better at keeping her plants alive.

Fears

- Her space won't be inspiring.
- Her plants will keep dying.
- Taking care of her plants will take too much time out of her week.

Stacy Williams, by Moriel Capilo

age: 34

residence: Albany, New York

education: Bachelor's Degree

occupation: Fitness Trainer

marital status: Married with 2 kids



My priorities are my husband, children and fitness.

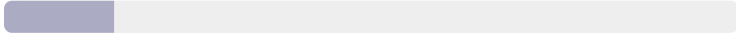
I enjoy spending quality time with my family and watching my kids' soccer games on weekends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Completing daily fitness activities, while having the ability to spend precious time with close family members in an organized environment.

Needs

- A better balance with family time and fitness training.
- A better organization with household chores.

Values

- Quality time with family members.
- A clean house and overall organization.
- A healthy lifestyle

Wants

- Wants an app that can help with household chores so that it will make them easier for her kids to complete.
- A greater way to keep track of the things that need to be done.

Fears

- Failure of maintaining the amount of calories needed to be consumed daily for balancing weight.
- Her children getting injured during their soccer games.