

Jamie Waters

age: 19

residence: Columbia, South Carolina

education: high school degree

occupation: it department

marital status: single



"Knowledge is key to sucess and happiness"

Jamie currently is enrolled in college where she is trying to get her degree in computer science. When Jamie isn't studying for school she is working in the it department at her university. You can always find her studying in the library for her upcoming exams.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- location close to home
- work life balanced
- opportunities within the worplace
- recognition
- good company culture

Values

- efficiency
- hard work
- self resepect/respect
- trustworthiness

Criteria For Success:

Jamie's criteria for sucess includes a organized work space. For Jamie organization allows her brain to process things more easily.

Wants

- own workspace
- working on meaningful projects
- opportunities to learn new skills
- sense of belonging
- health insurance

Fears

- failure

Abraham Brown by Nazaye Tilley

Abraham Brown's persona | PersonaGenerator

9/27/20, 9:10 PM

Abraham Brown


age: 22

residence: Denver, Colorado

education: Bachelors Degree

occupation: GIS Analyst

marital status: Single



"Why achieve superiority over happiness?"

Abraham is a recent college graduation who works as an GIS analyst. Abraham's goal is to promote efficiency. When not at work, Abraham enjoys expanding his knowledge by reading and completing logic puzzles.

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Criteria For Success:

Abraham's criteria for success includes proper time-management and any form of stress-relief. Abraham believe that these factors are the two key ways to ensure fulfillment and control in life.

Needs

- A distraction-free environment
- Stimulation
- Socialization

Wants

- Opportunities
- Friendship
- Support
- Endless-gain of knowledge

<https://personagenerator.com/3af2b112-011c-11eb-9518-5318b85aa892/3af2b113-011c-11eb-9518-2f3202cc7b8d>

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Values

- Free Time
- Efficiency
- Teamwork
- Freedom
- Learning

Fears

- Failure
- Corruption

Elias Olson by Bryson Turner

Elias Olson

age: 25

residence: San Jose, CA

education: Master's Degree

occupation: Computer Engineering Researcher

marital status: Married



"Our future success is directly proportional to our ability to understand, adopt, and integrate new technology into our work." -Sukant Ratnakar

Elias is working with IBM's research lab on quantum computing advancements in technology and how to apply them to modern day and make them more commercially and publicly accessible. When not at work, Elias enjoys gaming as well as playing with his pugs.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Communication in the work place
- Strong and guided focus of the company
- Clear management and leadership

Values

- Goal-oriented
- Strong cooperation
- Efficiency
- Self driven

Criteria For Success:

Elias needs a place that he is able to focus on his tasks by having an organized environment as well as having a goal oriented approach to his work so that he is able to focus on one project at a time.

Wants

- A path up the work ladder
- New experiences
- Opportunities to travel for work

Fears

- Failure
- Heights