

Nashley Moore (Nia Sparacino)

age: 28

residence: Charleston, SC

education: Masters in Computer Information Science

occupation: Entry Level Software Intern

marital status: Single



"Haha, that's so true"

When not at her job, she spends her free time looking for other jobs.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- An app that will allow her to connect with her peers

Values

- High work ethic
- Connections

Criteria For Success:

She wants to create or join an upcoming tech start up, or create connections with others that will help fuel her career.

Wants

- An easy way to designate between those looking for fun and those looking for serious business.

Fears

- Ruining her career permanently
- Being stuck in an entry level job

