

Jabari Clarkson - by Parker Canty

age: 28

residence: Seattle, WA

education: BA - Marketing

occupation: Freelance Photographer

marital status: Single, but in a long-term relationship



"Let's get this bread!"

Jabari often spends his days hustling around Seattle and its neighboring suburbs in order to take photos of people for his freelance photography business. Living in the Seattle metro area, he doesn't feel like there is a need to have a car, as there are various modes of public transportation at his disposal. As a result, he does sometimes get himself into binds with the perpetual lateness of metro systems in general. And with his overall disdain of lateness in general, he tries to make various countermeasures throughout the day in order to avoid being late.

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Criteria For Success:

A good reputation amongst his customers, specifically regarding his punctuality and professionalism. And taking good pictures, of course

Needs

- Provides updates for traffic conditions so he can update his clients with new information as quickly as possible

Values

- Time
- Good communication
- Art, both his and others
- Relationships

Wants

- Comparison between different modes of transportation, so that he can choose the best option at the moment

Fears

- Wasted time, especially if it was avoidable
- Lack of communication
- Foggy days
- Lack of support

Jared Westbrook - by Deep Patel

age: 35

residence: Columbia, SC

education: BA Business Administration

occupation: Financial Analyst

marital status: Married



"Do what you gotta do"

Likes to wake up in the morning with a cup of coffee and watch the news. Watches the stock market quite often to analyze the latest trends. Puts on his business suit and goes to his 9-5 office job. When he comes home, he usually eats and showers to wind down then finishes any extra work he may have to do.

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SOCIAL NETWORK



Criteria For Success:

- Coffee
- Books
- Punctuality
- Commitment
- Passion
- Creativity

Needs

- - To be able to catch up with the latest news
- - Internet access/ Computer
- - Cell phone

Values

- - Punctuality
- - Communication
- - Professionalism

Wants

- - Coffee
- - A nice suit
- - All the latest tech

Fears

- - Bankruptcy
- - Being homeless/broke
- - Getting fired

John Cage

age: 25

residence: SC

education: USC Graduate

occupation: CEO of app called AppCash

marital status: Single



"The secret of life is to fall seven times and to get up eight times." — Paulo Coelho

Day usually spent working on app and dealing with other employees. Always looking for more jobs to do because can't ever be "too busy" or have "too much money" which is the way I choose to live my life. Whenever I do give myself free-time I spend it watching tv, playing videogames, or sleeping.

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Needs

- Support from higher ups
- A good working environments
- Decent Pay

Values

- High Level planning
- Team player
- Quick learner

Criteria For Success:

To have been given the opportunity to try, in my own belief, you cant succeed if you don't try and if you try and fail you at least succeeded in trying and getting out of your own comfort zone.

Wants

- AppCash be the new way of transferring money
- A team with the same values

Fears

- Failure is the biggest fear
- Not trying

Katrina

age: 20

residence: SC, Columbia

education: Earned her HS diploma in high school

occupation: Internships

marital status: Single



Katrina is a sophomore in college that enjoys hanging out with freinds and lives off campus as she majors in biology .

Katrina spends her day doing assignments at her schools library, meeting up with friends to go to different events, and looking for job opportunities to prepare her for work experience after she graduates.

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Criteria For Success:

A great community for her to interact with to learn new things. A learning environment that helps her better understand the lessons that she's learning in biology. Also, work experience relating to her major.

Needs

- Consistent transportation to get back in forward from school to her apartment.
- Needs to make it to her tutoring appointments to better help her understand the lessons in her classes.

Values

- Great personality
- Communication skills
- Being on time

Wants

- Making sure she's able to meet up with her friends on campus to hangout and have fun during her free time.
- Making sure she has enough job experience before she graduates.
- Making sure that she can save money to keep up with her living expenses.

Fears

- Not being financially stabled
- Missing classes or tutor appointments due to transportation
- Not getting enough work experince



David Johnson (by Marcus Campbell)

age: 67

residence: Columbia, SC

education: High School Diploma

occupation: Retired Air Force/Air Force Contractor

marital status: Married

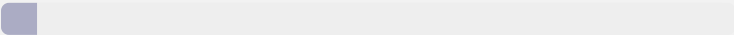


"Just riding around the City enjoying the view"

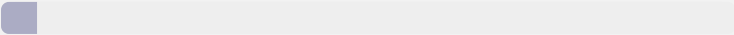
David typically just takes the bus to get out the house. He likes things to be in order as he was once in the Air Force. Anything he does not like (like people making too much noise, the bus driver later than expected, little assist with his disability needs, etc) will get him started on a rant that will last the whole day.

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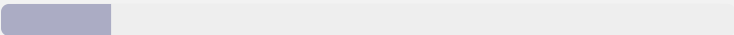
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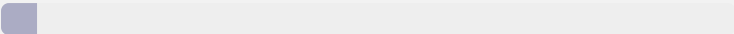
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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Mr. Johnson loves waking up in the morning and watching the sun rise. He also likes fixing problems or recommending a solution to how to fix it.

Needs

- Coffee in the morning
- Technology assistance from his children
- His walking assist cane

Values

- Christian, goes to church every time doors are open
- Family

Wants

- To enjoy life
- A better bus experience to view the city
- Cars to work on in his spare time

Fears

- Fears death
- No more support from kids