

# Chelsea Dion

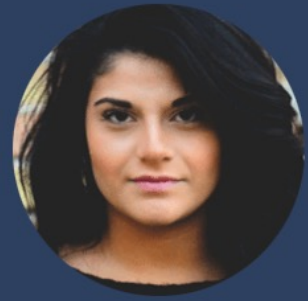
age: 36

residence: Joppatown,MD

education: Master of Science in Computer Science

occupation: Sr Software Developer

marital status: Married, with two kids



*"There's a smarter way for everything."*

Chelsea is a Sr Software Developer based out of the Greater Baltimore area. Chelsea has been in the tech field for a little over 10 years.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

End goals  
Teamwork

## Needs

- Work/Life balance
- A job with a great company

## Values

- In search of new ideas
- Extrovert

## Wants

- Creativity
- Diversity

## Fears

- Overthinking
- Wasting time

# Sean Perkins

age: 35

residence: Washington, DC

education: Bachelors Degree in Business

occupation: Business Owner

marital status: Married | Two children



*I think this idea could work, I just need to put more energy into it.*

Sean is a successful business owner. He owns a business that deals with security and has support from homes all over the United States.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

## Needs

- A new replacement for traditional keys
- A way to track keys

## Values

- A working application that can unlock supported locks
- A way to track alternate traditional keys

## Wants

- Alternate ways of unlock doors
- An constantly changing number code

## Fears

- Application not connecting to supported locks
- Security breaches allowing unauthorized users to unlock supported locks



# Mark Miller

age: 32

residence: Houston, TX

education: Bachelor degree in Information Technology

occupation: IT Support

marital status: Married with one kid



*Anything you put your mind to you can do with effort.*

Wakes up early in the morning to workout and eat breakfast before work. Comes home after work and relaxes with family.

## Comfort With Technology

### INTERNET



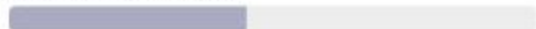
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

To be able to take care of his family and provide for the ones he loves.

## Needs

- Support from family
- Balance work schedule

## Wants

- Travel the world
- Own dream house
- Own dream car

## Values

- Relationship with wife and kid
- Respect
- Authenticity

## Fears

- Not being able to provide for family
- Not being able to maintain lifestyle