

Nina Nash (By Zaria Mobley)

age: 32
residence: Charlotte, NC
education: Masters of Business and Management
occupation: Project Manager
marital status: Married with 2 kids



"You must be the change you wish to see in the world"

Nina goes to work from 7:00am to 3:15pm. After work she goes home to help her children and her husband with what they need, does work for her job, and she also cooks dinner for her family.

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SOCIAL NETWORK



Criteria For Success:

In order to feel successful Nina has to accomplish all of her tasks she's planned for the day and she has know that her family is okay both mentally and physically.

Needs

- Reliability
- Efficiency
- Options

Values

- Quality
- Security

Wants

- To save money
- Convenience when it comes to shopping
- Simplicity when it comes to her daily schedule

Fears

- Unavailability
- Broken Promises
- Uncertainty



Rose Vaughan

age: 43

residence: Lancaster, Pennsylvania

education: High School Diploma

occupation: Dog Trainer

marital status: Divorced with 6 Kids



"Family is laughter, love, happiness... everything."

Rose takes her children to and from school while working a few hours during the day. Once the school day is over she is constantly going from place to place to take children home or to extracurricular activities.

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Criteria For Success:

For Rose to feel successful, she likes to have her day planned out the night before. She ideally will be there to support all her children and ensure that they have everything they need and more. When her kids are happy, she is happy.

Needs

- Greater access to healthy food for her children
- A better way to manage the schedules of all her children w/o forgetting/excluding any child

Wants

- More time to herself/self-care
- A healthy family relationship
- Respect from others

Values

- Family
- Compassion for others

Fears

- She is not setting her children up for future success
- She is taking on too much by not hiring a babysitter/nanny

Francis Murr (created by Rebecca Cunningham)

age: 33

residence: New York, NY

education: Bachelor's in English

occupation: Book Editor

marital status: Married



"Knowledge is power."

Wakes up at 7:30 AM every day, works 9-5 at his job, visits his local bookstore 3 days a week in pursuit of new books to read, visits his local coffee shop on the weekends to read with his wife, thinking of starting up a neighborhood book club

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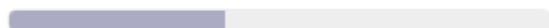
INTERNET



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SOCIAL NETWORK



Criteria For Success:

A detailed, surefire way of getting his goals completed. He values hard work with the idea of great progress.

Needs

- Needs to find specific books without travelling to multiple stores

Wants

- Wants to save time and money while also finding his desired books
- Wants to find new books that were not owned by anyone else
- Wants books focusing on self help and mystery
- Wants physical copies of books, not digital

Values

- Competent work
- Pursuit of knowledge
- A good book

Fears

- Missing deadlines
- Late/missing resources
- Dull work
- Wasted time