

Dave

age: 8

residence: England

education: kindergarten

occupation: dependent

marital status: child

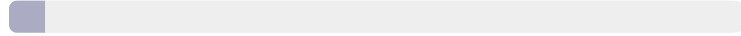


"I REALLY like planes!"

This kid enjoys playing with airplanes and knowing more than others.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Planes involved

Easy to understand

Dependable information

Speed of acquisition

Needs

- Planes
- easy to understand information

Values

- He values dependable knowledge that he can shove in other peoples faces (especially vegans)
- planes

Wants

- dependable information
- proof of bigfoot and/or yetis

Fears

- a general drought of planes brought on by a lack of enthusiasm by pilots.
- a realization of the outer world brought on by the inevitable march of time via maturity
- Spices of any variety

Nicole

age: 24

residence: New York

education: Bachelor's Degree

occupation: Software Developer

marital status: Single



"Let's start the day healthy"

Nicole has just started a new job after graduating college. She is busy with the new job and has been eating fast food and recently decided she wants to cook healthy for her health.

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Needs

- Nicole wants to be healthy
- Nicole needs an app to find recipes for healthy food

Values

- An app that has easy access
- Healthy food that tastes good

Criteria For Success:

Nicole wants to do well in her new job. To be successful, she can't waste much time searching for healthy recipes.

Wants

- To be able to easily find healthy recipes
- Healthy but tasty food

Fears

- Nicole fears that she will not be good at her new job
- Nicole fears the food will not be tasty

Jane Brown

age: 54

residence: Wisconsin, Wausau

education: Bachelors in Education

occupation: High School teacher

marital status: Divorced, 3 kids



If only the day could have 25 hours

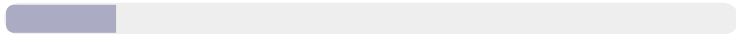
An over work single mother trying to keep up with the changing times, while trying to save for her kids future.

Comfort With Technology

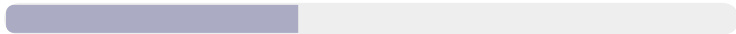
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

An easy and hassle free way to get the health and cost effective food she wants from her kid.

Needs

- A help line for when there are issues
- Able to put in a spot for her youngest child's peanut allergie

Values

- Friendly
- Helpful
- On time

Wants

- Front door delivery
- Delivery's schedule on her time
-

Fears

- Snakes and spiders. Not being able to provide for her kids

Bob

age: 38

residence: New Jersey

education: High School

occupation: Construction

marital status: Single with one child



"It ain't much but it's honest work."

A quick summary of behaviors and practices like how he/she spends their day.

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Needs

- Enough money to pay bills.
- Healthier diet.

Values

- Reliability
- Simplicity

Criteria For Success:

Healthy and happy child.

Completing his job properly

Wants

- Tasty, filling food.
- Promotion to an office job.
-

Fears

- Not having enough money to provide for his child.
- Poor health impacting his ability to care for his kid.