

Mary Jackson by Justin Siegfried

age: 77

residence: Las Vegas, NV

education: College

occupation: Retired

marital status: Married

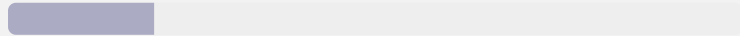


"All are welcome in my house"

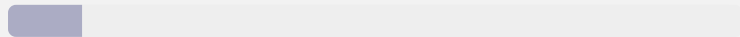
Mary is a 77 year old woman with a strong personality. She has always done things herself even if it meant doing everything by hand. She had three older brothers and one younger sister that she was always looking out for especially from her brothers. She like to have big family reunions so no one is left out.

Comfort With Technology

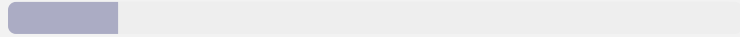
INTERNET



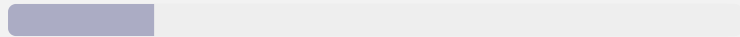
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Mary loves taking care of her family and will do what ever she can to do just that, even if she has to figure out how to use an app.

Needs

- Be able to have a healthy diet.
- Being able to quickly and efficiently get everything she needs for her family.

Values

- The quality time with the whole family during reunions.

Wants

- Live longer to continue giving to her family and make sure they are always taken care.
-

Fears

- Not being able to provide for everyone.
- Being a burden to others.

Karen Jones -by Savannah Noblitt

age: 40 years old

residence: Edgewater, New Jersey

education: High School Diploma

occupation: Receptionist

marital status: Divorced with kids



"Live, Laugh, Love"

Karen is a divorced mom of two. She works a 9-5 job as a receptionist at a doctor's office in Edgewater, NJ. After work, she tries to balance taking her children to and from extracurriculars, cleaning the house, and cooking nutritious meals. She is always looking for services that make her life a little less hectic.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Save time
- Save money
- Have tasks completely correctly

Values

- Respect
- Kindness
- Responsibility
- Correctness
- Time-management

Criteria For Success:

Karen needs all aspects of her life to go as planned. She thrives when events are planned to the exact minute and when the people she interacts with does their job efficiently. She feels successful when she is able to fully complete her to-do list on a daily basis, and she tries to be thankful for her super busy life.

Wants

- To have time for herself
- To feel grounded
- To be respected and taken seriously
- To be an involved mother

Fears

- Incompetence
- Crowds
- Imperfection

Jake Thomas, by Luke Watson

age: 28

residence: Charlotte, SC

education: B.S. in Finance

occupation: Personal Finance Advisor

marital status: Single without kids



"Financial accountability is important to a balanced life." - Jake Thomas

Jake has a full time job and sometimes takes his work home with him. He starts his day with a coffee and breakfast bar. For lunch he brings leftovers. After work, he is good about making a large dinner to make up for the weak breakfast. He wants to start eating better.

Comfort With Technology

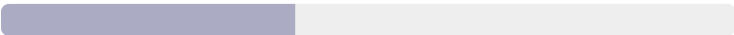
INTERNET



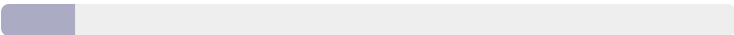
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SOCIAL NETWORK



Criteria For Success:

Jake feels successful when he provides adequate assistance to his clients and quality work for his boss.

Needs

- Jake needs to save time shopping and planning meals so he can focus on work.

Values

- Meals that are easy and quick to make.
- Clear and concise recipes.

Wants

- Jake wants to avoid searching for ingredients. He wants to shop based on meals.

Fears

- Jake fears not having enough energy to get through the day.
- Jake fears losing time spent working on creating meals.

Blake Dillan - by Chelsea Spencer

age: 23

residence: Silicon Valley

education: Bachelors in Computer Science

occupation: Software Engineer

marital status: Single



Forever is composed of nows

Blake has just graduated college and started her journey in the adult world. She is always on the go whether at the gym for a workout, hanging out with family and friends, completing tasks for work, or trying a new interest. She loves living in the moment and being free.

Comfort With Technology

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Criteria For Success:

Blake like high paced environments but also need organization in those environments. She likes to be challenged when she is in a work environment. She does value quality time with her friends and family. She big on living in the moment and trying new things, these contribute to her feeling happy and successful.

Needs

- Ways to make her life more efficient
- Quality time
- Adventures

Wants

- Not waste time
- Eat good food
- Be happy

Values

- - Learning about different things
- - Family and friends
- - Happiness

Fears

- - Missing out on an adventure
- - Not being present
- - Not being happy

Andrew O'Shannessy by Jakub Sykora

age: 29

residence: Austin, Texas

education: Degree in Marketing

occupation: Brand Manager

marital status: Single with 1 kid



Spends 3 hour grocery shopping every week

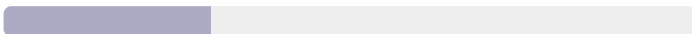
Andrew works at a snack food company as a brand manager, and likes to watch basketball during his free time. He has a busy life, so he likes to plan out everything he does.

Comfort With Technology

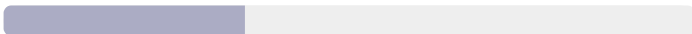
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Criteria For Success:

Andrew feels like he can be successful whenever he has time to prepare for whatever awaits him.

Needs

- Andrew needs a way to plan out beforehand where he needs to go to for groceries because he spends too much time shopping every week.

Values

- Values simplicity
- Likes to be in control of situations

Wants

- An easy way to find groceries that is cheap
- An easier job

Fears

- Fear of doing poor at work
- Fear of the unknown