

# Julio Smith; By Seth Dalmolin

age: 20

residence: MA

education: Studying International Business

occupation: TA for Economics

marital status: Single



*"Well informed, people are citizens; ill informed, they become subjects" – Alfred Sauvy*

I spend most of my time in class and around campus, but in my off time I normally play intramurals or watch tv. As a Japanese enthusiast, I have picked up the desire to collect rare and exclusive figures from across Japan and some parts of Asia.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Constantly building my relationships in foreign markets, while also being able to collect foreign exclusive figurines for my collection.

## Needs

- Trustworthy ways to broaden my relations
- Simplistic designs to reach foreign items

## Values

- High quality products
- Quick and Easy consumer relations

## Wants

- Easy access to non-domestic items
- A fortune-500 company
- Anime figurines

## Fears

- Clowns
- Failure
- Not finding the best option for what I desire at any given moment.

# Tsutomo Morimoto

age: 26

residence: California

education: Masters in Computer Science

occupation: Programmer for Google

marital status: Single



*"While living in America, I would like to feel connected to my home in Japan."*

Tsutomo works full time for Google, and working for Google is the reason he moved to America from Japan. While living in America, Tsutomo sometimes feels a little homesick and collects Japanese clothing and home items to help him feel more at home.

## Comfort With Technology

INTERNET



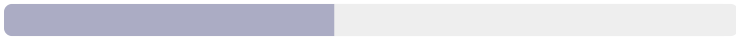
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Feeling at home in America by dressing in Japanese clothing and decorating the house in a Japanese style.

## Needs

- English or Japanese language support
- A way to buy the Japanese goods he wants

## Values

- Japanese culture and design philosophy
- Well-designed web sites
- Clean code

## Wants

- An easier way to get the Japanese goods he values
- A broader selection of Japanese items available at affordable prices

## Fears

- Being stranded in America with no connection to Japan
- Discontinuation of his favorite Japanese goods in America



# Nicole Nicholas, by Vivian D'Souza

age: 17

residence: WA, United States

education: Currently in High School

occupation: Student/Part time waitress

marital status: Single



*"I want to continue my hobbies without emptying my wallet."*

Nicole is a high school senior who excels in her English and Art classes, and has recently developed an interest in technology through her coding class. In her free time, Nicole loves to draw, paint, read comics, and watch anime and other TV shows. Making art has been a longtime hobby for Nicole, and she enjoys drawing characters from her favorite books and shows. Outside of school, Nicole works part-time at a local restaurant, and tries to save her earnings for college. However, Nicole often finds herself purchasing expensive, hard-to-find art supplies online, usually from Japanese brands. Despite the expenses, Nicole loves her hobby and couldn't see herself doing without it.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Being able to balance the budget between hobbies and savings for college.

## Needs

- An easy way to find Japanese art supplies
- An affordable online shopping option

## Values

- Trustworthy, reputable vendors
- Durable products
- Being able to exercise her creative abilities

## Wants

- Access to deals/sales on products
- A record of purchases made
- Verified reviews for products

## Fears

- Being overcharged for items
- Not purchasing quality products
- Not being able to continue her passion