

Micheal Belcher



age: 62

residence: Saint Louis, Missouri

education: Bachelor Degree in Computer Science

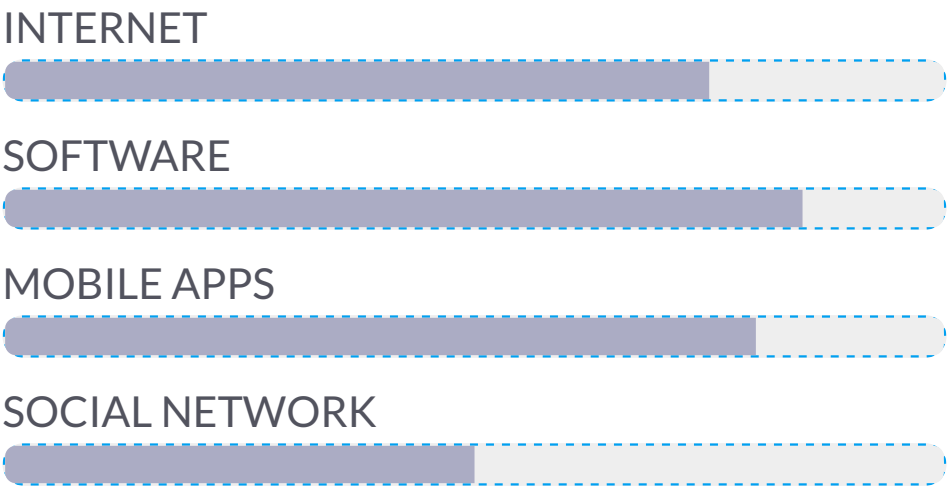
occupation: Financial Analyst

marital status: Married

"If at first you don't succeed, try again and again."

Micheal is a older gentleman who strives everyday to make technology work for him. Using technology in his day to day life allows simplicity and effective use of his time throughout the day. His wife on the other hand is very confused with the usage of technology, which has made Micheal in charge of shopping and bills. Though he tries to explain at the best of his ability, Susan always falls short of understanding the basics.

Comfort With Technology



Criteria For Success:

Micheal wishes to inform his family and friends about the importance of the development of newer technology and the that it will continuously change. Also wishes to help by providing tips and advice to those who have been dealing with technology related issues.

Needs

- To manage time spend with wife and children
- Find a balance between his diet
- To continuously exercise to reduce hip pain

Wants

- to develop a stronger relationship with his grandchildren
- to have a consistent schedule
- to expand his technology knowledge in regards to the day to day factor of growing technology

Values

- Time Spend playing Pickelball
- Morning coffee and scrambled eggs
- Relaxing in his hot tub

Fears

- Investing too much time on the internet and the news
- Difficulty walking with his replaced hip
- Fears no one really listens to him when he goes on lengthy tangents



Samantha

age: 19

residence: South Carolina

education: Pursuing English BA

occupation: Student

marital status: Single



I like my essays like I like my oreos, double spaced.

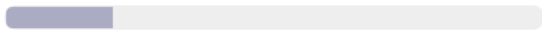
A quirky girl who loves reading and cats.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Alone time or being around people they care about.

Needs

- Structure
- To become familiar with the places she goes

Wants

- Stability
- Fun
- Love

Values

- Alone time
- Friends and Family
- New experiences

Fears

- Rejection
- Loneliness
- Coming up short



Walter Blue, by Charles Castelot

age: 23

residence: Columbia, SC

education: Computer Engineering

occupation: SI leader

marital status: Single



"The universe is under not obligation to make sense to you"

Would spend all day in bed and do nothing but doesn't mind going out too :)

Comfort With Technology

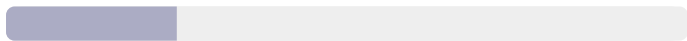
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Walter has a simple goal for now, finish college with the highest grades possible and have enough time to make his last year of college the best of his life;

Needs

- Money, for his years of college
- A better time schedule, to sleep more and have time for himself and his friends

Values

- Family
- Wants to live life to the fullest

Wants

- Wants a better electronic devices (laptop, e-watch, new phone) for his classes and personal use

Fears

- None

Bryan Benson, by Shannon Reed

age: 37

residence: Matthews, N.C.

education: Bachelor of Arts in Fine Arts

occupation: 8-12th Grade Art Teacher at Providence High School

marital status: Married with a 15 year old daughter.



"The art of teaching is the art of assisting discovery."

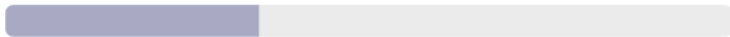
Bryan and his daughter start their days together, most often enjoying a breakfast his husband prepared. He is thankful for husband's love of cooking, and also for sharing a commute with his daughter to the local high school. The simplicity of being able to ride together is greatly helpful given how unorganized and otherwise untimely he is. Whether it's getting too focused on a project, or losing something important in the disarray, Bryan often feels like he is losing time.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Bryan wishes to teach his students, and his daughter, how to freely explore with their art. To do this, he needs to organize his schedule and resources to better utilize his time and projects.

Needs

- to manage his time appropriately to meet the needs of his family and his job.
- to find an easier approach to staying organized.
- to find fiscally feasible, and preferably unique, materials for his art projects.
- to avoid small or overly crowded spaces.

Values

- Quality time with the family
- Creating a safe space for creativity to flourish
- His husbands steak fajitas

Wants

- to limit the amount of unnecessary errands he takes to the store for forgotten supplies.
- to have more time to enjoy crafting with his children.
- to incorporate unique media in his home and class art projects, such as edible elements or small science experiments.

Fears

- Bryan fears that he will eventually lose something important with his disorganization.
- Bryan fears he is not making enough time to spend with his family.
- Bryan is claustrophobic.