

David Wilson, by Anavami Isa

age: 28

residence: Houston, TX

education: Bachelors Degree(BS)

occupation: Software engineer

marital status: Single



No challenge is too big for me to solve!

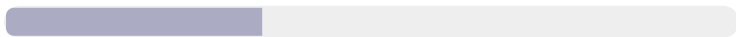
David is a software engineer who enjoys solving all types of problems.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Solving a challenging problem

Needs

- Thought-provoking problems

Values

- Creativity
- Meaningful conversation

Wants

- to face new challenges

Fears

- Not being able to solve a problem

James Winthrop

age: 18-19 (created by Tristan Storey)

residence: Myrtle Beach, SC

education: freshman at Coastal Carolina (CCU)

occupation: student loans

marital status: single and ready to mingle



"I can't cook, but I for damn sure know how to whip up a bowl of ramen."

Sleep, class, walk to other class, comes home and take a nap and then wake up and wonder what he I should eat before studying.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A good nights rest, a good breakfast to start off the day; along with a good dinner to hold him off for the night.

Needs

- These should be required
- This might be Spanish localized content
- Support from higher ups

Values

- People with a good personality
- People who he can learn from (especially those that he can learn how to cook from)
-

Wants

- Friends with similar interests
- To learn how to cook for himself
- Better sleep
- Being able to study more for his classes
- A study partner

Fears

- Never being able to cook for himself
- That he'll only ever be able to make cereal and use the microwave for his meals FOREVER
- That his future wife will leave him for a culinary chef

Estaban Smith II by Sonny Chen

age: 25

residence: Missouri

education: Undergraduate

occupation: Professional Chess Player

marital status: single, with 5 Children (bought)



"If they can get up, you're not kicking hard enough"

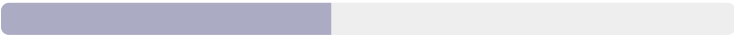
Wakes up at the brisk time of 3 pm, gets the same bowl she always uses and makes oats for her and her children. After eating the oats, without chewing, she grabs her Apple Powerbook 10 and launches chess.com. After 3 rugged hours of competitive 10-second bullet chess, she along with her children, go to bed hungry.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- Beat every u12 player there is.
- Find a partner.
- Needs to find a better way of life.

Needs

- Find a sustainable way to feed herself and her family
- Find her own meaning for life
- Therapy

Values

- Quick on her feet
- Willing to listen
- Fluent in Greek, Roman, and Latin

Wants

- To be able to beat every u12 chess player
- To be happy
- To be a grandmaster

Fears

- Using anything but the Barnes opening
- Ending up lonely
- Her children resenting her

Johnny Johnson, by Grant King

age: 60

residence: New York City, NY

education: High School

occupation: Umbrella Salesman

marital status: Married, with kids

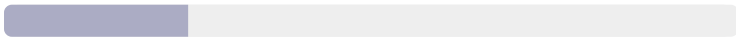


Beat the rain, in style!

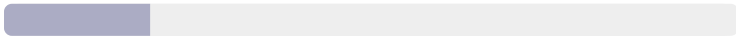
Mr. Johnson spends his days in his shop, where he both designs and markets his fantastical umbrellas. He's off his feet for most of the day, and he usually dines out or gets takeout.

Comfort With Technology

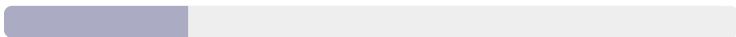
INTERNET



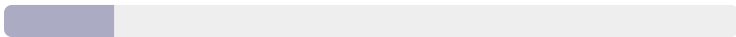
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To eat cleaner by cooking at home
- To save money by cooking at home
- Magnified font
- Easy UI

Values

- Customer service
- Individuality

Criteria For Success:

- A happy wife
- Happy kids
- Satisfied customers
- The most stylish umbrellas in the city!

Wants

- The ability to "friend" his wife on the app
- To cook with fellow umbrella lovers

Fears

- Sameness