

John Smith


age: 19

residence: Columbia, SC

education: Pursuing Bachelors Degree

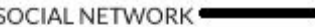
occupation: Student

marital status: Single, without kids



I love going to class and getting there on time.

I like to go to class, study, and hang out with my friends.



- Needs

 - Ease of transport around campus
 - Food, water, and shelter
 - Ability to well in school
- Wants

 - To get to class on time
 - Do well in my classes
 - To not get stuck behind trains

- Values

 - Honesty
 - Kindness
 - Integrity
- Fears

 - Not getting to class on time
 - Getting stuck behind a train



Dalauan Sparrow


age: 27

residence: 91002 Money Ln.

education: Master's in Economics

occupation: Hustler, Student

marital status: In a relationship (with the bag)



"Give me your money, or else"

working, youtube, eating, sleeping, grindset mindset



- Needs

 - Money
 - wealth
 - riches
 - doubloons
 - shekels
 - pesos
- Wants

 - More Money
 - to not be blocked by trains(inhibits his ability to make money)

- Values

 - Money
 - Ability to make money
 - Efficiency
 - Freedom
- Fears

 - Not having money
 - Losing money
 - Being prevented to travel by things beyond his control.



Jesse Pinkman


age: 25

residence: Columbia SC

education: HS diploma

occupation: Uber driver

marital status: Single



Yo I love being an uber driver, but these trains keep making me late yo.

Jesse spends most of his time uber driving taking drugs and listening to music



- Needs

 - Financial Stability
 - Social Connections
 - A Job
- Wants

 - Be Rich
 - Travel the World
 - Have Many Friends

- Values

 - Money
 - Loyalty
 - Integrity
- Fears

 - Isolation
 - Being Broke
 - Legal Troubles



Peter Rogrammer


age: 29

residence: 123 Notastreet Ave, Columbia SC

education: College Graduate

occupation: Software Engineer

marital status: Single



"Please let me out of the office, I've been here for days."

They're trapped working on this app.



- Needs

 - A Job
 - A social life...
 - Hope
- Wants

 - The app to be more user friendly.
 - To not have to jump through hoops to make code changes or notify users.

- Values

 - Money
 - Sleep
- Fears

 - A program not compiling and it not being being immediately obvious why.
 - Someone finding out half the things he doesn't understand are ripped from stack overflow.
 - Sleeping under cubicles for warmth in the winter