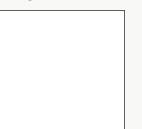
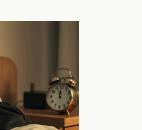
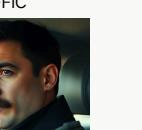
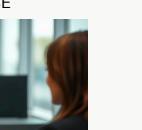


WAKING UP  Barb just woke up from bed, ready to get to school. Yesterday, Barb stayed very late because of a very fun game he had played last night; however, he has several assignments on the line that need to be done along with tons of classes to take.	CLASS TIME  Barb is taking classes one after one until noon, he tries his best to learn as much as he can. However, stress and fatigue start to build up from the lack of sleep and unfinished assignments. After hours have passed, Barb looks very tired already.	LUNCH  Barb dragged himself to the cafeteria, his mind was still on the lecture. After getting a meal that refreshes his head, Barb starts worrying about his friendship and academic projects. A few of his friends come over to talk towards him and start talking to him, leaving him no time to think about these things.
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PLANNING WITH APP  After Barb walked out of the cafeteria, he unlocked his phone and opened the GCalendar app. He re-checked the due dates for his assignments and realized they were further than he expected. After going through all the due dates, Barb planned two potential dates for the career fair and a meeting at the career center.	CLASS TIME  After resting for a while and working on some homework at the library, Barb went straight to his next class. Barb was hoping he could catch up on some sleep, but it did not help the case. But Barb is also different from the morning, and able to fully focus on the lecture because he has everything planned.	HOME WORK AND GAME  Barb made it home around 2 PM; he had settled down and worked on his homework, but before he opened any of his assignments, he decided to open the GCalendar app again and checked what assignment he needed to finish. After a day of hard work, Barb then opened his favorite game and enjoyed the rest of the evening.
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WAKING UP  Dr. Samuel usually wakes up very early; he starts his routine by making breakfast, reads emails and text messages with a short coffee shot, and watches his son ride on the school bus. After that, Dr. Samuel then heads to his office at the university campus.	ARRIVE AT OFFICE  Dr. Samuel always appreciated the thin morning traffic; after arriving at his office, he unlocked the office door and began to work immediately. Occasionally, colleagues and students would stop by to say hello. Dr. Samuel usually waited in his office until his alarm went off and then headed to his first class of the day.	AFTER CLASS  After the class, one of the students pointed out he forgot to put something on the blackboard and suggested that he could use an app called GCalendar that could remind him of his tasks. Dr. Samuel and his panel refused the idea because the app was not secure enough. Afterward, Dr. Samuel then headed to his favorite cafe to have lunch.
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PLANNING WITH APP  At the cafe, Dr. Samuel started to think about the app the student had shown to him; he quickly realized alternative such as Google Calendar would be a good idea for him compared to the old paper calendar. After spending some time on Google Calendar, Dr. Samuel got used to the calendar and started to put some of his schedule in.	GOING HOME EARLY  Based on the Google Calendar, Dr. Samuel did not have any other activity that evening, so Dr. Samuel headed back home after his office hours. When Dr. Samuel arrived home, he found his son waiting for him. The calendar reminding him about a meeting the following evening. Then Dr. Samuel started to prepare a dinner for his son.	FAMILY DINNER  When the school bus whizzed by, Dr. Samuel knew his son was back from school. Dr. Samuel stopped working on anything and enjoyed a short but wonderful family dinner with his son, and then he continued with his research and grading assignments.
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WAKING UP  In the late morning, Henry was awakened by a sharp alarm buzz. Henry then quickly got out of bed, ran to the bathroom, and jogged around the neighborhood while listening to his favorite radio. While running, Henry is thinking and planning for the day. He thinks that for Henry, this is the best way to start his day.	HEAVY TRAFFIC  After getting showered and dressed, Henry gets into the mess of traffic just like other drivers do. All he can think about are thoughts are all about the project and teams and left over from yesterday, but phone calls and text messages keep coming in. Henry's mood starts getting fairly busy while the traffic is wearing out his patience as usual.	COMPLIANCE  After arriving, Henry was called to his boss's office due to feedback from his team. Henry was asked to make changes and went back to work while his boss took a deep sigh. Henry knows he has to make a change, but it seems rather difficult.
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PLANNING WITH APP  Henry got back to his office and started working on his task. What Henry was focusing on these hours, one of his colleagues walked up to him and told him about a chrome extension named GCalendar. Henry is not very fond of it, but it has great interest in it and take a pause to check out the extension his colleague is talking about.	LATE MEETING  Unluckily, a late meeting is hosted due to the delay in the project, Henry is worn out and after the break, he prepares to head back to their home. Henry as usual stayed a little longer to then quickly sorted his mind and replayed the day.	GOING HOME, WATCH SPORT  At home, Henry lay on his couch turned on the TV of his favorite sports channel and faded his thoughts by the sound of the announcer. After a little break, Henry went back to his room to install the extension, he then reviewed several documents and made a few notes for himself, and then Henry felt confident and safe to return to watching the game.
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Henry Washington

age: 35

residence: Columbia, SC

education: Bachelor Degree

occupation: Project Manager

marital status: Single



Happiness is the key to success

Henry Washington is a very serious manager who focuses on the result mostly. Henry has worked closely with his team on a daily basis, turning ideas from his boss into actual executable plans. However, sometimes his colleagues are compliant about his lack of availability which leads to lack of communication and coordination between team members. Although Henry is an excellent manager, work is not the only thing Henry cares about, Henry is also very passionate about sports activities, which often leads to project delays and compliance from his team members.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Make substantial contribution to the company
Recognition from others as a good leader
Achieving financial freedom

Needs

- Good reputation among employees
- Display of his competencies
- Display attention and focus on the team member and the project
- Stay competitive

Wants

- Trustworthy relationship between team members
- Personal fulfillment from outside of work
- Improve in productivity
- Work quality
- Work-leisure balance

Values

- Detailed and effective communication
- Efficiency
- Time-saving
- Consistency
- Team collaboration
- High-quality service and product

Fears

- Fail to meet company-set goal
- Loss in employment
- Seen as an incompetent leader
- Loss of control over team members

Dr. Samuel Carter

age: 50

residence: Near the University

education: PhD

occupation: Professor at University

marital status: Single with one kid



For anything at all, I work all for my family

Samuel Carter wakes up with a shot of coffee; he usually gets up early and starts working on some tasks already. His routine is quite flexible but still requires careful planning. Typically on weekdays, he teaches a few of his classes, and creates, reviews lectures, or grades assignments most of the time. Every day in the evening, he returns home and takes care of his 14-year-old son. On weekends, Samuel enjoys fully relaxing days and accompanied his son, while he doesn't need to worry about anything, but it is harder to accomplish that

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Give their child a wonderful childhood

Get recognized by other professional in the eld

Become a leader for a department

Become a helpful and respectful professor

Needs

- Work-Life Balance
- Efficiency
- Leisure activities outside of work and parenting
- Take care of their son

Wants

- Intellectual growth
- Personal health and well-being
- Success for every student
- Enhance in academic
- Leisure time
- Connections with friends, colleagues

Values

- Time savings
- Family
- Their son's future
- A healthy routine

Fears

- His son's failure
- Loss in employment
- Burnout

Barb Dwyer

age: 19

residence: Near Campus

education: High School Graduate, Currently Enrolled in College

occupation: From parent

marital status: Single



I will turn my passion into a new star on the stage

Barb is a graduate of a local high school and is currently enrolled in a University close to home, Barb usually wakes up at around 8:00 to get to his morning class by car and goes back home early between 1:00 to 2:00 PM.

The favorite things Barb likes to do are play video games, have party with his friends, and eat dinner with his parents. When getting into the University, Barb dreamed about his future position in an industry-leading company and a respectful position, currently, Barb is frustrated about how to get more technical skills, and experience and get a secure position. Additionally, Barb always wants to be seen by others as elite, and he has studied very hard for this reason, however, Barb is currently struggling with whether to get an internship/part-time job or not, he feels it is a need but stuff from school has made him feel very tired and overwhelmed.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Graduate school with good grade

Seen by others as elite

Have a good position

Solid knowledge in his parching field

Needs

- A balance between entertainment and school
- Technical skills
- Work experience
- Times to study

Wants

- More time for enterintament
- Recognize by other
- Secure position after graduation
- A great grade

Values

- Time saving allows them to do more things
- Interaction between friend and parent
- Focus on study to sustain a good grade
- Job

Fears

- Failure of college
- Bad grade
- Loss of funding from his parents