

Assignment Name: Personas  
Group Name: Codebreakers

Team Members who contributed: Jenna Stover,

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## Tyrek Brunson



"Success is not final, and failure is not fatal; it's the courage to continue that counts." - Emily Moore.

### Goals

To maintain a healthy work-life balance and continue enjoying her hobbies and interests outside of work.

### Values

Continuously learning and growing as a person, both personally and professionally.

### Frustration

Struggling with health issues or facing a serious illness.

### Aspirations

Eat a balanced and nutritious diet.

Age 34  
Location England  
Education music theory  
Occupation musician

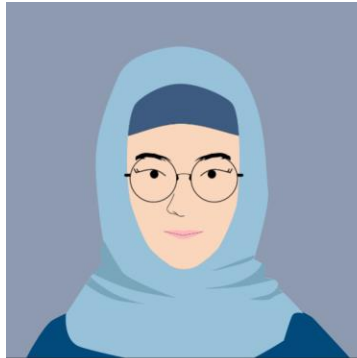
**Bio**  
Emily Moore was born and raised in a small town in the Midwest. From a young age, she showed a natural talent for music, playing the piano and singing in her church choir. As she grew older, Emily became more involved in music and started performing at local events and competitions.

### Personal Traits



### Social Channel

# Mithun Sangeeth



Nicole Hughes

Age 24

Location England

Education BA Anthropology

Occupation Sales Worker

#### Bio

Nichole Hughes is a 24-year-old marketing executive based in New York City. She grew up in a small town in the Midwest and moved to the city after college to pursue her career. Nichole is passionate about health and fitness and enjoys running, yoga, and cooking healthy meals. She is single and enjoys spending time with her friends and exploring the city's restaurants and cultural events in her free time.

*The only way to do great work is to love what you do.*

#### Goals

- 1) Learn a new skill or hobby within the next six months.
- 2) Travel to at least two new countries within the next two years.

#### Frustration

- 1) Fear of losing loved ones.
- 2) suffering from a serious injury that limits mobility and independence

#### Values

- 1) Integrity
- 2) Creativity
- 3) Responsibility

#### Aspirations

- 1) Work out at least 3 times a week.
- 2) Eat a balanced and nutritious diet.
- 3) Stay up to date with vaccinations and screening.

#### Personal Traits



#### Social Channel

Instagram

# Shanteria Edwards

## Clyde Buckingham

age: 67  
residence: Frankfort, KY  
education: Bachelors Degree in Agriculture Science  
occupation: Retired Agricultural Engineer  
marital status: Married with kids

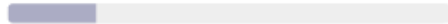


*"I put my pants on one leg at a time, just like the rest of y'all"*

Clyde enjoys going on walks to get him up and out of the house. In his free time, he takes care of his grandchildren, so he hasn't had the time to fully understand how technology works, but loves to play word puzzles and games on his phone.

### Comfort With Technology

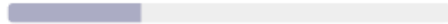
#### INTERNET



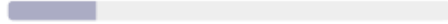
#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Clyde prefers his life to be simplified and easily accessible. He strives for happiness, comfort, and relaxation both alone and with others.

### Needs

- A dietary plan to avoid health risks with his type 1 diabetes
- Reminders to be productive
- A way to maintain weight loss

### Wants

- A more relaxed and refreshed feeling
- The power of choice
- Personalization

### Values

- Connecting with nature
- Meditation

### Fears

- Missing medication or taking too much of it because he forgot that he took it earlier
- Not keeping up with his strict diet

# Jenna Stover

## Julia Greene

age: 26

residence: Baltimore, MD

education: Bachelors Degree in Human Resources

occupation: HR Team at Microsoft

marital status: Married with a kid



*"Even if life seems to throw too much at you, do not give up"*

Julia has always had a passion for working out, and especially loves running and going on hikes. Julia recently gave birth to her child, Samantha, and spends the day caring for her as she is currently on maternity leave. Her husband, Greg, is in the military and is overseas, so Julia usually spends the day caring for Samantha and running errands.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Julia feels overwhelmed, and would love to have a simple application that keeps track of her general health and well-being

### Needs

- To take care of both herself and her child
- A mild workout plan that will help Julia get active again
- Easy and healthy meals to prepare for her and her child

### Wants

- To get back into shape
- Improve her mental health
- To be more organized and driven

### Values

- Nature-lover
- Being one's true self

### Fears

- That her mental health is plummeting after having her child
- That her job will let her go if she does not return to work shortly
- She cannot take care of Samantha on her own

