



John Stuart

24 year old male in Norcross, Georgia

Full time accountant self employed

B.A. in accounting. Working on expanding his business

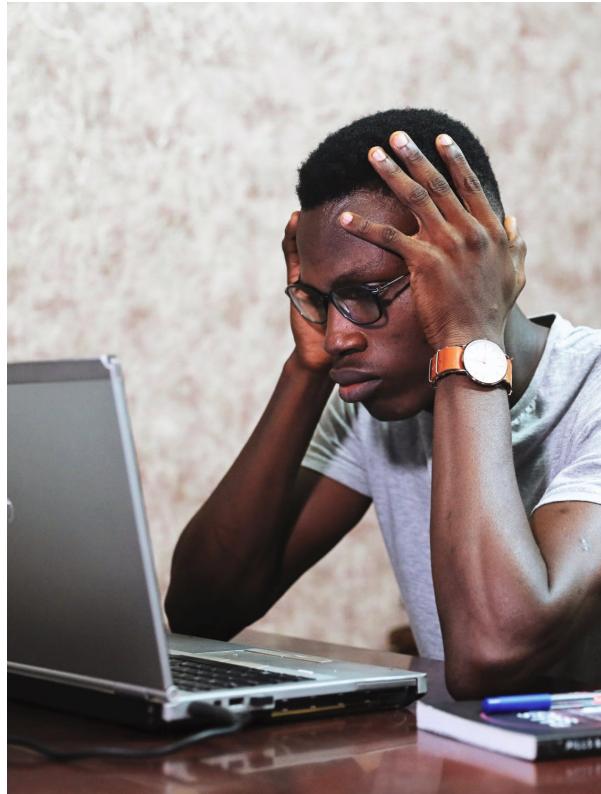
John Stuart enjoys his job but hates the long hours. He spends most of his time working 60 hours a week. He enjoys just kicking back and relaxing on his weekends. He is single with one son that comes around every other week. He lives alone but his child lives with him 2 weeks out of the month.

He likes spending time with his son. This includes going to the park and helping him with his homework. He used to be very irresponsible going to parties and raves but that life was left behind when his son was born. He tends to play on his ps4 in his spare time.

- Goals
 - Making his home a safe and secure environment
 - Saving as much time as he can
 - Secure his workplace

Scenario

John Stuart has been at work all day. He is coming home to relax for an hour and half before bedtime. He puts on a movie and falls asleep during the movie. Next thing he knows someone is trying to break into his house. He wishes his security system had an alarm notification on his phone.



Dwight Sexton

22 year old male in Austin, Texas

data analytic at BigCommerce

B.A. in computer science

Dwight Sexton hates his job but loves the pay. During the week he works 35 hours. He has plenty of free time. He spends a lot of his free time on his computer watching movies and playing games. On the weekends he likes to go out to nightclubs and bars.

When he wants to try something he goes all in but always ends up giving it up. He has experienced a lot but is always open to new things. He is very concerned about his data being sold and exposed to businesses.

- Goals
 - Keeping his data secure
 - Keeping his home secure

scenario

Dwight Sexton is walking home from work when he receives a notification from Norton lifelock. The notification says there has been a data leak from webull.com and his data was a part of it. He now doesn't trust companies with his data. Because he owns a ring security system he is worried that a similar thing could happen so he starts looking for alternative options.