

# James Jamie Jamiston - Made by Chris

age: 36

residence: Jamestown, Virginia

education: Bachelor of Business Administration

occupation: Project Lead @ Jamestown Technologies

marital status: Married with kids



## *This is taking too long...*

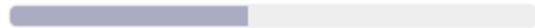
James is the leader of a small tech group in Jamestown. While he is mildly familiar with computers and their intricacies, he occasionally finds himself struggling to use more in-depth apps. Loves spending time with his family and dislikes menial tasks.

### Comfort With Technology

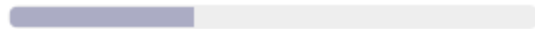
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Managing a good work-life balance and enjoying time with family

### Needs

- Ways to develop a good work-life balance
- A way to help optimize his time
- Easy to use/understand ways to learn how to optimize time

### Values

- Loves his family
- Dislikes doing chores
- Likes optimizing his time and using it efficiently

### Wants

- Easier ways to get groceries
- Ways to spend more time with family
- To spend less money on groceries when possible
- Something that is easy to use and understand

### Fears

- Not spending enough time with his family and being a poor father



# Pouti Portia- made by Willyum

age: 30

residence: New Jersey

education: bachelors

occupation: works at a corporation

marital status: single with kids



*"staying still is not moving, and moving forward is progression"*

works as a higher up in a company from 9-7 most of the week, loves her kids but she always have a busy schedule, tech savvy but doesn't have a degree related to computer science.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

being able to stay on schedule

## Needs

- the ability to efficiently be able to do a task
- an application that wont be tedious to use

## Wants

- simple to use application
- something will help her be able to maximize her time

## Values

- high level of planning
- staying on schedule

## Fears

- failure
- being late or behind on work

# John - made by Julia

age: 39  
residence: South Carolina  
education: College Degree  
occupation: History Teacher  
marital status: Married, with kids



*"dinner is better when we cook together"*

John spends his days at a high school teaching grades 11-12. He then comes home to his kids and wife where he grades papers and checks his emails regularly assisting his students. John then caters to his wife and kids and loves making dinner for the family. He saves his weekends to get stuff done outside of work. Overall he is living on a very busy schedule.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

John likes to be productive and efficient when getting stuff done. He feels accomplished when he uses good time management.

## Needs

- Eat healthy
- Never miss work

## Wants

- Make his family happy
- Follow his daily schedules

## Values

- Family time
- Including everyone

## Fears

- Falling behind on work
- Cooking a bad meal

MOBILITY LABS

# Sidney Walker - By Shinoria Ellis

age: 30

residence: South Carolina

education: Bachelor of Science in Nursing

occupation: Nurse

marital status: Married



*"Nursing is a work of heart"*

Working mom that juggles a household of three kids while being a full time nurse, and trying to be a loving and supporting wife to her husband.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Organized schedule to plan out the day for her and the kids.

## Needs

- Sidney needs to get household chores done like shopping done as fast as possible.

## Wants

- To be able to have all household chores done so she can spend time with her family.

## Values

- Efficiency
- Organization

## Fears

- Unorganized shopping list
- Dirty House