

# Sawyer Miles, by Blake Turner

age: 19

residence: Columbia, SC

education: High School Diploma

occupation: Teaching Fellows Internship

marital status: Single



*"Do or do not. There is no try."*

Sawyer enjoys helping teachers instruct their class and assisting students with their worksheets. He also likes teaching the younger generation about world history and mathematics. In his limited free time he participates in the film club on campus.

## Comfort With Technology

### INTERNET



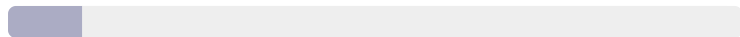
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Feels successful when his coworkers compliment him on his teaching. He also feels successful when he can impress his friends with his film knowledge.

## Needs

- Time in his day to be able to sit down and eat before going to his internship.
- Ability to order food from on campus dining locations late at night once he gets back from his internship.

## Values

- Time Management
- Organization

## Wants

- Ability to order food early in the morning before his busy day of classes.
- Ability to order food late at night once he gets back from his internship.
- A food delivery service with student discounts.

## Fears

- Fears being late to his internship and getting fired.
- Fears not making it to his classes on time.
- Fear of not being able to pay student loans after college.
- Fear of spiders and snakes.

# Frank the Foodster, Adams K.

age: 40

residence: Chapel Hill, NC

education: High School Diploma

occupation: Food Service Worker

marital status: Single

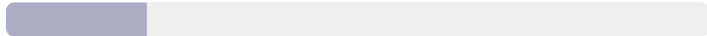


*"Eating food is my passion, making food is my job"*

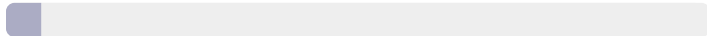
Frank spends his days pretty much the same. He wakes up about 30 minutes before work, panics that he's late and then rushes out the house. He then spends his day in the restaurant kitchen at the local university. After work, Frank heads home feeds his dog and watches hokey. On the weekends, whenever possible, Frank enjoys going to NASCAR races and skeet shooting.

## Comfort With Technology

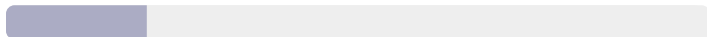
### INTERNET



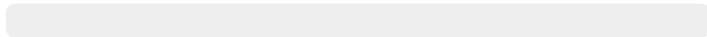
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Feels successful when he gets his paycheck.

Also feels successful when people compliment his cooking.

## Needs

- Needs organization, very OCD
- Needs help, does not like doing things by himself.

## Wants

- Wants to make people happy through his food
- Wants his restaurant to run more efficiently

## Values

- Values hard but efficient work
- Values being polite to everyone

## Fears

- Fears confrontation, does not like to mess stuff up for people.
- Fears being alone for the rest of his life



# Hubert Morgan

age: 64

residence: Columbia, South Carolina

education: High School Education

occupation: Retail Manager

marital status: Married



*"Live, Laugh, Love"*

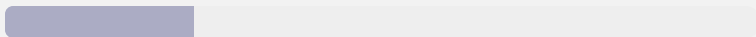
Prides himself on his health and fitness. Wakes up early in the morning to get ready for his day. Walks to school to keep his steps up and does his best to never be late to class.

## Comfort With Technology

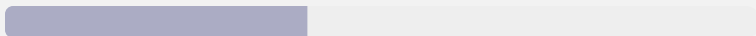
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Staying healthy

Being ready for class

## Needs

- A way to stay healthy
- Quickly eat in between classes

## Wants

- Variety of food

## Values

- Health/fitness
- Education

## Fears

- Being late/missing class
- Not doing well in a class

# Samir Ake, Brendon M.

age: 36

residence: Columbia, SC

education: Bachelor's Degree in Fine Arts

occupation: Culinary Arts

marital status: Engaged



*"It's not where you start that matters, but how you finish."*

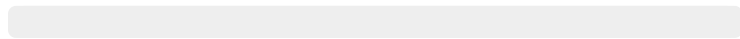
Every morning, Samir eats a hearty breakfast before driving to the restaurant in the university he works at, and he is no more than 15 minutes early or late each time. After work, he spends his time either playing soccer in his backyard or watching the cooking channel on TV. He also spends at least three days a week cooking for his fiancée Anami.

## Comfort With Technology

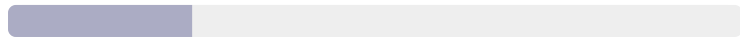
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Early preparation of utensils
- Moderate window lighting

## Values

- Diversity in his cooking
- Friendly customer service

## Criteria For Success:

Plans to open his own Indian-based restaurant and maintain at least a 4.5 star rating.

## Wants

- Trying out new food from around the world
- Receiving worldwide recognition for his food

## Fears

- Having a large decrease in diners
- Being late due to traffic