

James Walker, by Allen Kirby

age: 20

residence: Columbia, SC

education: High School Diploma, Enrolled at UofSC

occupation: College Student

marital status: Single



"Being on time isn't something that should be this hard"

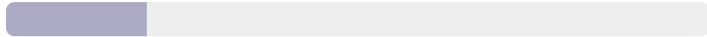
James is a current sophomore at the University of South Carolina, studying business. James lives off campus and has trouble making it to class on time. James is always the first of his friends to try a new app and has an app for almost everything, from food to directions. James is very well versed with using apps and social media however he really values simplicity in apps without complex menus, and doesn't understand how they work.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

James likes to have fun, but also knows when work needs to get done and does not like being late.

Needs

- James wants to make it class on time more often, and frequently complains about the trains and traffic on campus making him late.

Wants

- James really wants to make it to every class next semester, and quit missing them so often
- James also will look into alternate forms of transportation to make it to classes on time.

Values

- James really values being on time to events and classes.

Fears

- James is always concerned he will miss an exam or an important meeting over something he cannot control.



Zackery Logan by John Burton

age: 26

residence: Columbia, SC

education: Bachelor's Degree

occupation: Sales

marital status: Single



I always love meeting new people

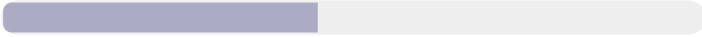
I like to get up early and go to the gym. From there I go to my sales job.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

I need people to like me to feel successful.

Needs

- I need quality relationships
- I need good food

Values

- I value being on time
- I value making good first impressions

Wants

- I want to be liked by everyone I meet
- I want to travel
- I want to be healthy

Fears

- I fear people not liking me
- I fear being late
- I fear being alone

Darry Lavid

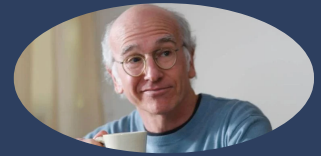
age: 74

residence: Columbia, SC

education: Masters Degree

occupation: Comedian

marital status: Single, recently divorced

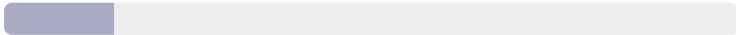


"Anyone can be confident with a full head of hair. But a confident bald man – there's your diamond in the rough"

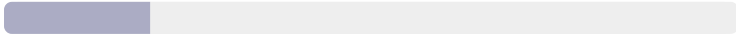
Likes to live a very simple life. Enjoys seeing his friends but absolutely no one else. Likes hot coffee and hates wobbly tables

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Ease of life while making lots of money

Needs

- Due to his lack of technological experience, needs an easy to use program that will help get to work and any other events without waiting or getting stuck behind traffic due to trains in Columbia

Values

- Having something done well
- Convenience

Wants

- To avoid waiting for Columbia trains at all costs

Fears

- Trains
- Traffic
- Inconvenience

Name

age: 60

residence: Greenville, NC

education: Grade 9

occupation: Unemployed

marital status: Single



"If you don't ask, you don't get it" - Ghandi

I like sitting on my street corner waiting for money so that I get another chance with a scratch-off ticket. I have won \$30 once, so I know my time is coming.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

- Need Sleep
- Needs Food
- Needs Water
- Needs shelter

Values

- Comedic relief
- Ability to communicate
- Ability to buy scratch-off tickets

Criteria For Success:

Food, water, dedication, time, and access to gas stations. That is all that is needed for me to succeed.

Wants

- Want to make a lot of money with no effort
- Wants to get things for free
- Wants everyone to like him
- Wants to be respected for being unemployed

Fears

- Fear of not being liked
- Fear of not winning the lottery
- Fear of death