

Reagan Gooch

age: 23

residence: Conway, South Carolina

education: in law school

occupation: part-time paid internship

marital status: Single



"I love to talk and argue the facts!"

Is always studying and practicing for her classes, rarely has any free time between school and work.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- quick and efficient study tool
- ways to memorize and learn closing techniques

Values

- efficiency
- organization
- easy access

Criteria For Success:

making the best grades possible, catching on quickly, and winning debates and mock trials.

Wants

- clean and easy to read design
- simplistic and to the point
- ability to return to old projects

Fears

- failure to learn needed facts and material
- failure to win a case



James Henry

age: 43

residence: NY

education: Bachelors in Buisness

occupation: CEO of Hemingway Corp

marital status: Married



"Failure is not the opposite of success, its part of success"

James spends his days giving motivational speeches and little inspirational quotes to make sure his employees are loving their job and working hard

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Hard working employees
- Support from family and business partners
- A way to memorize all of his speeches in less time

Values

- High Level Planning
- Self Motivation

Criteria For Success:

He feels that businesses only succeed if the employees are loving what they do

Wants

- Someone he can trust to keep his business running after he retires

Fears

- Business Partners becoming greedy
- Being betrayed

Inez Johnson

age: 75

residence: CA

education: University of California Alumni

occupation: City Council Political Member

marital status: Married with 2 kids and 4 grandchildren



We must work hard today so that tomorrow, our kids will prosper

Spends most of her days working with the community where she can

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SOCIAL NETWORK



Criteria For Success:

Only wants to make people happy

Needs

- The welfare of the people of her city
- Making sure she spoils her grandchildren

Values

- People that tell the truth
- Respect from younger people
- Hard working adults

Wants

- To leave all her belongings to her favorite child
- To make her city better than the rest of California

Fears

- She will not be able to make a difference in her old age

Phoenix Main

age: 23

residence: CA

education: BA Theatrics

occupation: Actor

marital status: Single



"All the world's a stage."

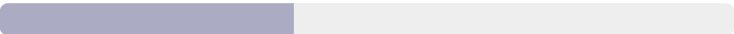
Busy all day, between work calls, rehearsing, and my personal life

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Correct memorization of lines, in an easy and reliable fashion.

Needs

- An efficient way to rehearse lines
- A practical way to save scripts

Wants

- An easy to navigate design
- The ability to share things with others

Values

- Respect
- Popularity
- Credibility

Fears

- Being unprepared
- Embarrassment

