

Daniel Harris

age: 31

residence: Mount Pleasant, SC

education: Certification classes at community college

occupation: Systems Administrator

marital status: Single dad of 1



"Don't trust the person who arrives empty-handed."

Daniel works a graveyard shift of 8-4 so he can help his 8-year-old son, Kayden, with homeschool. Catching sleep before and after his son's school, he sacrifices his personal liberties so he can foster his son's growth.

Comfort With Technology

INTERNET



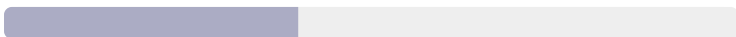
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A way to streamline tasks into an elimination format to help keep up with my crazy day.

Needs

- Ease in transitioning from work to home life.
- Weekly planner to direct his daily responsibilities.
- People and things to help him take care of his son.

Values

- Emotional determination
- Integrity in words and actions
- Strong thinking

Wants

- A simple way to keep up with cooking and what his household requires.
- An occasional vacation with his son.
- Ways to find coupons for groceries and household/personal appliances.

Fears

- Losing the trust of his son and the people who help him.
- Existential dread setting in during the day.
- Motivation draining out of him.

Olivia Green

age: 29

residence: Wilmington, North Carolina

education: Bachelor of Science in Interior design

occupation: Interior Designer

marital status: Married | 3 Children

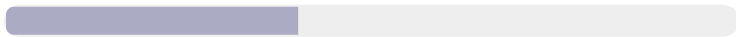


"Your Style is a reflection of you"

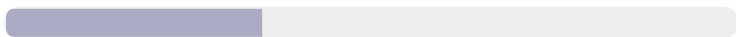
Olivia juggles her work as an interior designer, her husband, and her children. She loves her family and always wants what's best for them. However, she has a difficult time managing everything.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Successful children; a happy, loving husband; and satisfied clients who enjoy their designs.

Needs

- tools to make caring for her family easier.
- Tools to help keep track of the food in her kitchen.
- To save time for what matters most. (her family)

Values

- parenting tips
- Design tips

Wants

- easier shopping
- suggestions for meals
- simple diet management

Fears

- Clients hating her designs
- Accidentally wronging a child

Savanna Stepherson

age: 29

residence: Fort Mill, SC

education: College Degree

occupation: Physical Therapist

marital status: Married with 3 kids



"Keeping the pantry stocked with 3 kids is a job in itself!"

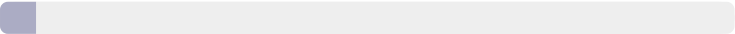
After seeing her clients for physical therapy, Savanna returns home to her three 8-15 year old children to keep up with their homework, sports, and other activities as dad works longer hours.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Way to keep track of pantry stock
- Reminders on expiring food
- To save money on groceries

Values

- Quick pantry updating
- Simple app design

Criteria For Success:

Feeling that she can successfully pull off working full time as a physical therapist while keeping the kids up with their schoolwork and afterschool activities

Wants

- Buying groceries in app
- Suggestions on select recipes

Fears

- Her kids being disappointed in her as a mom
- Falling behind at work
- Not being able to make dinner often
- Her kids falling behind in school

John Johnson

age: 35

residence: Vail Colorado

education: Undergraduate degree in Computer engineering

occupation: Network engineer

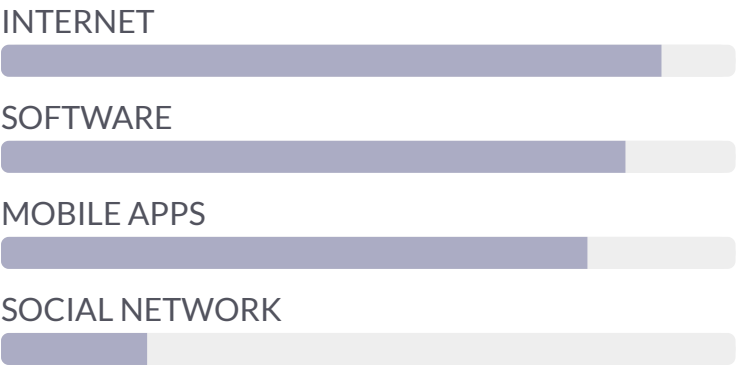
marital status: Single



A very picky neat freak

Works 9-5, cooks for himself, doesn't like to eat out, not a very social person, and doesn't like being in a social environment for too long

Comfort With Technology



Criteria For Success:

Everything has to be in order the way I like it otherwise it really bothers me and distracts me

Needs

- Apps that keeps things organized for me
- Access to information when I need it

Wants

- Apps that make my everyday life easier and less time consuming

Values

- Organization
- Accuracy
- Efficiency

Fears

- Being late
- Being messy
- Forgetting important information