

Zayn Ayub, by Musa Azeem

age: 23

residence: Dallas, Texas

education: Bachelor of Science in Computer Engineering

occupation: Software Engineer

marital status: Single



"Riding a bike makes me look forward to my commute"

Lives in a two bedroom apartment with a roommate and bikes to work at 8 AM everyday, where he works with teams to develop software for Texas Instruments electronics. Outside of work, he spends time playing video games and exploring the outdoors.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Staying healthy
- Active social life
- A steady income
- Reliable way to secure his bike

Values

- Values nature, good morals, and education

Criteria For Success:

Progress in his career and keeping a healthy relationship with friends and family.

Wants

- Meeting new people
- Frequently ride bike trails
- A work from home / gaming set up
- A girlfriend

Fears

- Heights
- Claustrophobia

Jim Pickens by Danai Angelidis

age: 29

residence: Charlotte, NC

education: Bachelor's Degree

occupation: Quality Specialist I at Bank of America

marital status: Divorced



"I want to be able to track my bike while I'm at work to make sure it is safe!"

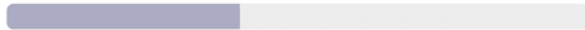
Jim rides his bike every day to work as a quality specialist at Bank of America. He recently divorced with his wife, who ended up taking their car in the settlement.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- An easy way to track his bike while at work
- To save up for a car

Values

- His property
- Relationships with friends and family

Criteria For Success:

Living a healthy lifestyle while succeeding in his career.

Wants

- To keep his bike safe
- His wife back
- To take a trip to Colorado with his friend Zayn
- Get a dog

Fears

- Heights
- Losing his bike

Erwin Smith by Angela Alaisa

age: 48

residence: Berkeley, California

education: Bachelor's degree in Accounting

occupation: Accountant

marital status: Married

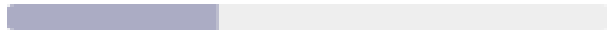


"Get 'er done"

Just your average joe. He's currently married to his beautiful wife of 18 years who has blessed him with two wonderful children ages 7 and 16. After he's done with his 9-5 at the office he likes to come home and relax on the couch and watch football on the tv. He also loves to have barbeques every weekend with his family.

Comfort With Technology

INTERNET



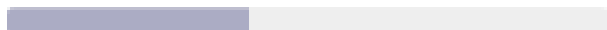
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To be successful he needs to be organized and productive. He also believes that time management is a key aspect of success so he is always trying his best to balance his schedule and make the most out of the day.

Needs

- Quick access to manage his items
- A new car because his 16-year-old totaled his car

Wants

- A good future for his kids
- To be able to keep up with technology

Values

- Reliability
- Family
- Security

Fears

- Losing his possessions
- Getting fired
- His wife divorcing him

Cameron Green by Ethan Adams

age: 30

residence: New York City

education: High School Diploma

occupation: Bike Rental Service Owner

marital status: Single



"I need a way to manage my bikes for my rental service."

Cameron is an entrepreneur who created his own bike rental service, but has been struggling with theft and managing his bikes. Outside of work, he keeps a healthy social life with family and friends, and actively participates in helping his community.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Providing a good service for his community and making a difference

Needs

- A system to keep track of his rental bikes and preventing theft
- Stable income and keeping his business running

Values

- Good set of morals
- Hard working

Wants

- Active and healthy social life
- A nice dinner every month or so
- New iPhone that comes out every year

Fears

- Arachnophobia
- Trypophobia