

Thomas

age: 19

residence: Boston, MA

education: Perusing Bachelors

occupation: Waitor

marital status: Single



"I live my life based on a plan, without having one, I find myself lost"

Thomas is going to college to become a psychologist. He spends most of his time studying, working, and hanging out with his friends. Thomas has a plan for everyday and sticks to it to his upmost ability, however he is terrible at making decisions for himself and mostly calls on others to help him make them.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To be validated by those who know more.

Needs

- Someone to make decisions for him
- Goals
- Support from peers

Values

- Pushing for your wants
- Leaning on others

Wants

- Success
- What he can't have sometimes
- Help but scared to ask

Fears

- Surprises
- Losing what he's gained
- Not knowing what's next

Olivia

age: 29

residence: Seattle, Washington

education: Bachelors Degree

occupation: Yoga Instructor

marital status: Married with 3 kids



"Yoga is not just a workout, it's about working on yourself."

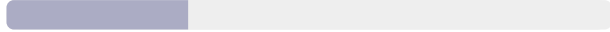
Olivia has been a health advocate for many years and wants to make sure her family and friends have a healthy lifestyle. Yoga is not just a career for her it's a journey celebrating life. With her busy schedule it has become more difficult to plan meals that are up to standard with her values.

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Criteria For Success:

To uphold her values in life while helping others

Needs

- To be able to balance work and Home
- To help others reach their health fitness goals
- To find more vegan friendly restaurants

Wants

- Healthy but convenient meals
- More family time
- To not waste time searching the internet for meals
- To be able to share healthy restaurants with friends

Values

- Health
- Relationships
- Open-Mindedness

Fears

- Not spending enough time with family
- Falling out of healthy habits

Brad Raddington

age: 25

residence: California

education: BS in Computer Engineering

occupation: Electrical Test Engineer

marital status: Single



"I'm always on the go no matter what."

Starts off his day with a healthy breakfast and a hot cup of joe. Meetings come first at work, then he checks up on emails. Most of the day is spent doing various kinds of tests on hardware. After work, it's time for dinner. Either he will cook or get take-out. Once the food has settled, it's time for a workout. Some days he'll do cardio, and some day he'll do a strength workout. After that, it's time for bed.

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SOCIAL NETWORK



Criteria For Success:

Meeting deadlines in a timely manner

Being organized with work

Bringing success to the company

Financially stable

Needs

- Guidance from supervisors
- Well organized day
- Consistent flow of events

Wants

- Relatively fast results
- Minimum delays in his schedule

Values

- Loyalty
- Integrity
- Friendship
- Good work ethic

Fears

- Failure
- Being unsuccessful
- A bad cup of coffee
- Letting people down

Nina Suarez

age: 38

residence: NYC

education: Bachelor's Degree in Elementary Education

occupation: Preschool Teacher

marital status: Married with 4 kids

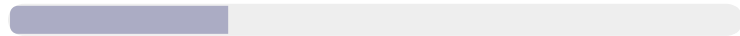


"Get in the car and let's go!"

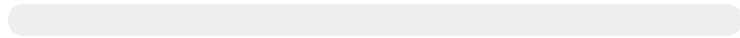
Nina works a full-time job and comes home to 4 wild children. All the children go to different activities, so Nina runs around often, which makes it hard for her to have time to cook every single meal. Her husband leaves early in the morning and comes home late for work, so he does not have the time to take as much care of the children as Nina does.

Comfort With Technology

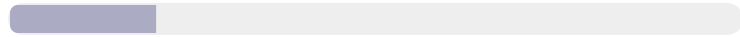
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Nina is a very loving mother and her primary goal is to make those around her happy. She is often the one making decisions in the household, and she likes to keep all of her children happy and healthy.

Needs

- To have things planned out and be certain of what is happening when
- To run a tight ship at home and at work
- Financially flexible decisions, whether it comes to food, schooling, activities, etc.

Wants

- To keep her kids healthy without having to cook every meal in order to keep up with her busy lifestyle
- To have easy, accessible apps on her phone so she can communicate and interact with others easily
- To make decisions that can fit everyone's needs, whether it be at work or at home

Values

- Organization and schedules
- A work life balance
- Family time that isn't wasted on arguments or coming to decisions that satisfy everyone

Fears

- Struggles with technology could cause a lack of communication and interaction
- Picking the wrong choice when it comes down to a choice she makes for 6
- Being unsure in her future plans