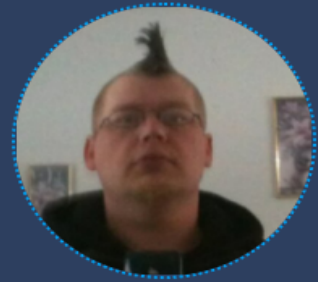# Pablo Smith

age: **25**
residence: **Key West, FL**
education: **High School dropout**
occupation: **Singer/songwriter**
marital status: **Single with kids**
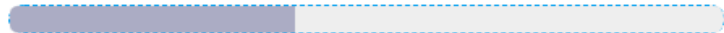
"We have GPS but we're still all lost"

Pablo wakes up every morning and immediately heads to the studio. He spends all day working on his craft and developing his next hit single. However, Pablo is faced with immense amounts of stress due to the burdens of his life outside of music. He has to take care of his three kids as a single father and he also has to manage his finances while pursuing his dreams of becoming the "next big thing" as a musical artist.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
- Time in the studio
- Sleep
- Few distractions
- Ability to concentrate on what he's doing
-

Needs
- - Organization
- -Simplification
- - Stress-free

Wants
- More time in the studio
- Help with managing his finances
- To create music

Values
- Musical production
- Instrumental skill
- Vocal skill

Fears
- Math
- General Education
- His ex-wife
- Parenting

MOBILITY LABS

Garfield Samson by Brennan Johnson

age: 24
residence: New York City
education: BA Music
occupation: Middle School Band Teacher
marital status: Single

I love my rewards cards and coffee

Usually spends yelling at middle schoolers for playing out of tune. Drinks an unhealthy amount of coffee
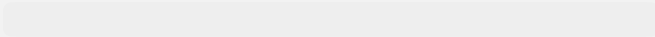
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I need my morning Starbucks coffee, and my fast food lunch. Collect as many rewards so I can get free food when I don't have money

Needs

- Needs more organization
- Needs more gift cards
- Needs more rewards points
- Needs to be more stress free

Wants

- Wants to be able to use more gift cards through his phone
- Have more accessibility to his various gift cards
- To not have to deal with middle schoolers on a daily basis
- A useful degree

Values

- Simplicity
- Easy to use interface so no stress added to his stressful day
- Music teaching

Fears

- Might not have a job next year
- Added stress to his day
- No fees