

Lucy Gray

age: 20

residence: New York City, New York

education: In college, NYU

occupation: Waitress

marital status: Single



"Work hard and be strong"

Lucy rides her bike to school and work due to the city life she cannot own a car. Crime at NYC is high and she worries about her safety or her bike. She enjoys technology and spending time in the library. She likes to shop and be independent most days. She moved to NYC for education and to start her new life.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Studying
Good grades
Working
Being independent
Maintaining a job

Needs

- Safety, her books and the library, her bike, and being on time.

Wants

- To feel safe
- Feel confident in everyday life

Values

- Money
- Family and friends
- Success

Fears

- Failure, being late
- Being alone at night, getting mugged/hurt
- Getting lost

Edward Blankman

age: 30

residence: Gainesville, Florida

education: Finance Major

occupation: Financial Advisor

marital status: Married with a son



"Don't spend what you don't have."

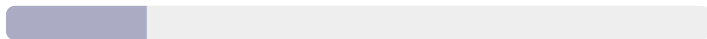
Edward likes to take his bike to work everyday in the busy college town. He loves his job and he really likes to ride his bike on his free time and race bikes a couple times a year. He is not satisfied with his life because his wife is not as attractive as he wanted and for that reason he does not want to have another child with her.

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Criteria For Success:

He feels successful when he gives his client good financial advice and they make money because of him. He also feels successful when he does good in his bike races.

Needs

- Edward needs his bike because he has no other way to get to work
- He also needs his wife because he is not a good cook
- He needs to be validated by his wife even though he is more successful than her

Wants

- Edward wants his son to get into biking just like him
- He wants his wife to get a job and stop being a stay at home mom
- He wants to cheat on his wife but does not know if he has the guts

Values

- Edward values honesty to the highest extent
- He also values his family over everyone else
- Organization

Fears

- Edward fears that he will give a client bad financial advice and worsen their financial situation
- He also is very scared of koalas so his wife sings to him every night
- Dying

