

Joshua West By Caleb Henry

age: 52

residence: Outside of Winterset, Iowa

education: Did not graduate high school, got his GED later

occupation: Farmer

marital status: Married, 6 children

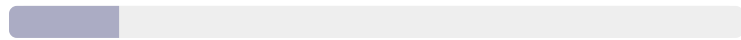


"Someone who has never had to wake at the crack of dawn and go straight to work will never understand what a real job looks like"

Joshua is a farmer who values hard work above all. He spends his days tending to his fields, but with the increased automation of farming, he has less and less work to occupy his time. Stress over his crops, his children, and his role in this ever-changing world have made his sleep schedule fall apart, something that is causing him to struggle with his early mornings. His farm has spotty internet, making technology a difficult option.

Comfort With Technology

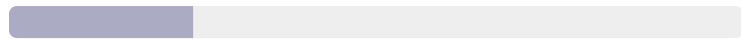
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

He one day wants to watch his children carry on the family tradition of farming and see them take over his operation, however, he will support them wherever they go. He will consider himself to be successful if he feels that he is at his best for his wife and kids.

Needs

- Access to full app functionality offline
- A way to set goals for wake up times
- Above all, consistency and reliability

Values

- Believes in the value of hard physical labor
- Highly organized
- Rigidly schedules his days and work
- Wants to be in the best health he can for his family

Wants

- A way to see how sleep changes over the seasons as his crops rotate
- Identification of days where outliers in sleep occur to figure out what went right and wrong

Fears

- He believes that modern farming technology and factory farming are going to make him, his work, and his farm irrelevant.
- He thinks his lack of sleep will lead to poor health and rob him of his livelihood

Brody Tanner by Jackson Ginn

age: 49

residence: Topeka, Kansas

education: BS in accounting

occupation: Accountant

marital status: Married

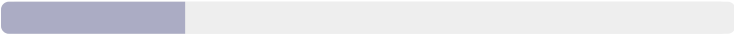


"I just want sleep so I can crunch my numbers"

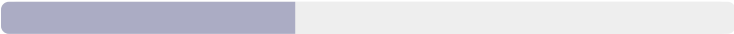
Brody is an everyday accountant who suffers from insomnia. He enjoys his job and spending time with his family. He stays busy but enjoys his life.

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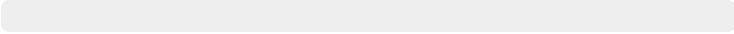
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Criteria For Success:

Brody feels successful when he can see the results of his work. He likes seeing a graphical representation of what he's been doing, like his excel spreadsheets at work.

Needs

- Clearly explained functions
- A clean and simple to use interface
- An accountability system

Wants

- A visualization of his progress towards better sleep
- Customizable themes for the app

Values

- Simplicity
- Functionality
- Effort

Fears

- His insomnia never going away
- Failing at his job
- Not being a good family member

Ernest Mayfield (by Chase Wilson)

age: 77

residence: Eugene, Oregon

education: Diploma

occupation: Retired

marital status: Married, with kids

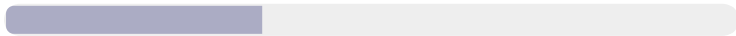


"All we have is now."

Ernest is a retired veteran who always strives for perfection with every task he is faced with. Coming from a military background, Ernest is familiar with using problem solving skills in difficult situations. However, he is not very proficient with using the internet, unlike majority of individuals in the modern world. Nevertheless, he has learned about various aspects of technology at a vast rate thanks to his children and grandchildren.

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Criteria For Success:

Development and Progression

Solving a Problem

Passion

Growth

Needs

- Some form of consistent communication
- To maintain focus on the task at hand
- A compassionate support system

Values

- Determination
- Dignity
- Honesty
- Creativity

Wants

- Wants to continue to explore hobbies and activities that may catch his interest
- Offer wisdom to the youth
- Stay connected to friends and family

Fears

- Time is running out
- Tomorrow is not promised
- Becoming more forgetful as each day passes

Fyodor Pavlovich by Dylan Johnson

age: 56

residence: Odesa, Ukraine

education: High School Diploma

occupation: Night Shift Convenience Store Worker

marital status: Married, two adult kids

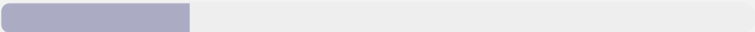


"Overall, my job is not great, but I do find joy in meeting the eclectic group of individuals that appear buying goods at 3am."

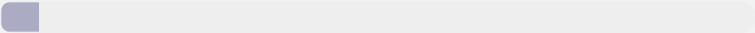
He spends his weekends maintaining his boat and fishing. He makes sure to write to his children every week. During the day he tries to sleep and practices chess with his neighbor.

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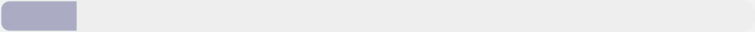
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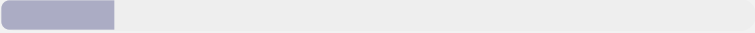
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Needs

- Ukrainian or Russian language localization
- Easy to use interface

Values

- Simplicity
- Elegance

Criteria For Success:

Fyodor's dream is to retire and live on his boat, spending the rest of his days fishing on the Black Sea.

Wants

- He wants something he can use on his phone that helps him sleep during the day (or during the night over the weekend)

Fears

- He fears that he will never retire
- He fears that his job (and lack of proper sleep) is having a negative effect on his health

Anisha Mason (by Callie Hribar)

age: 25

residence: Chapel Hill, North Carolina

education: UNC Medical Student

occupation: Freelance Medical Writer

marital status: Engaged without kids



"Hard work pays off."

Anisha is a very busy woman who rarely has time for sleep, which makes it even harder to do so when the time comes. When she's not in class or gaining experience in the medical field, she's writing articles for medical journals.

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Criteria For Success:

Anisha's criteria for success is constant productivity. As long as she can stay focused longer than she is distracted, she'll consider it a win.

Needs

- A way to remember to use the app
- Short but effective functions

Values

- Hard work
- Effectiveness
- Education

Wants

- Palatable interface
- A way to track her sleep
- Affirmation functions

Fears

- Being too busy or tired to spend time with her fiancé
- Being too tired and overworked to succeed in classes/work