

# 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



## Criteria For Success:

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

## Needs

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

## Values

- Values nature, good morals, and education

## 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!"*

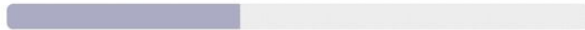
Jim rides his bike every day to work as a quality specialist at Bank of America. He recently divorced with his wife, who ended up taking their car in the settlement.

## 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

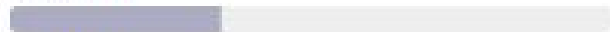


## "Get 'er done"

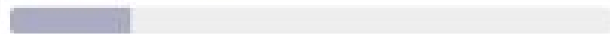
Just your average joe. He's currently married to his beautiful wife of 18 years who has blessed him with two wonderful children ages 7 and 16. After he's done with his 9-5 at the office he likes to come home and relax on the couch and watch football on the tv. He also loves to have barbeques every weekend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

### Comfort With Technology

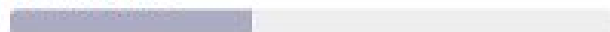
#### INTERNET



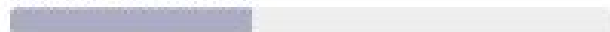
#### SOFTWARE



#### 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

### Values

- Reliability
- Family
- Security

### Wants

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

### 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