

Anthony Scaramucci by Ross Vicario

age: 63

residence: New York

education: High School

occupation: Taxi Driver

marital status: Single

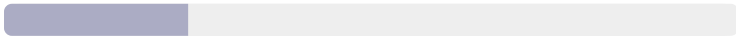


That's life.

Anthony spends most of the day driving, and when he comes home he wants to relax and enjoy a beer. He lives for his family, his days of clubbing long in the rear-view mirror.

Comfort With Technology

INTERNET



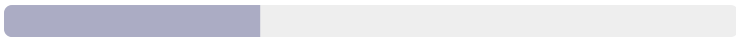
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Tony sees his children and grandchildren's success as his success. He measures this in monetary value and academic/career accomplishment, and does not place high weighting on happiness.

Needs

- Tony needs to understand his grandchildren's options.
- He has little to no experience with technology, and needs something that requires little training or familiarity.

Wants

- Tony has poor eyesight; he wants the ability to magnify the text

Values

- Brevity
- Simplicity

Fears

- A feeling of having been left behind by modern-day America, i.e. cultural progress

Sarah Campbell by Timothy Sutton

age: 37

residence: Brunson, South Carolina

education: Bachelor's degree in elementary education

occupation: 8th Grade Teacher

marital status: Married with 2 kids



We need to show students we care about them whether or not they are "working to potential."

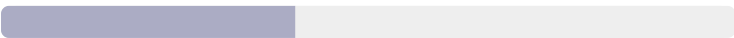
She spend most of her time devoted to her both her kids in the classroom and the class at home. She strives to give her kids the best chance at success. She spends many hours a day grading work to make sure students have access to their proper grades.

Comfort With Technology

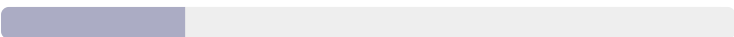
INTERNET



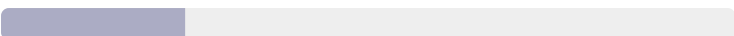
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A faster way to calculate grades so she can get them to her students faster.

Needs

- A way to find the grades needed in the class to pass
- Fast and efficient

Values

- Final exam grade needed to pass

Wants

- Kid friendly
- Reminders on assignments

Fears

- That the students are unable to figure out their grades



Emily Hachmeister by Yiqian Sun

age: 40

residence: California

education: University of Southern California

occupation: Lawyer

marital status: Married



"I would like to find tools and information that contains my kid's grade"

Emily Hachmeister is very successful in her business, she loves hanging out with her family. As a parent, she would use anything to protect her children.

Comfort With Technology

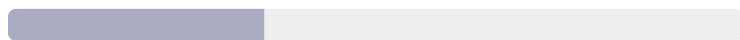
INTERNET



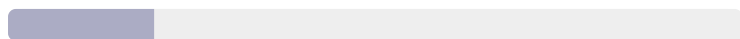
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To know her children's behavior in school

Needs

- gathering all information together
- easy to access and also can link to the school
- a brief summary of every semester

Values

- time savings
- easy access

Wants

- data are updated
- show the relationships between one subject to another subject

Fears

- reading something that is not related to her children

Jim Harrison by David Vo

age: 20

residence: Atlanta, GA

education: Georgia Tech

occupation: Research Assistant

marital status: Single



"A solid foundation is a good education"

Jim Harrison is a student at the Georgia Institute of Technology. He is currently a junior in university and would like to organize his academic and personal information to look for more job opportunities. while studying to complete his degree.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To make studying and looking for other study opportunities simple and easy.

Needs

- Having their personal information in one place.
- To see their academic history and progress in one place.
- A brief summary of what to focus on.

Values

- A simple and intuitive design.
- Convenient to access products.

Wants

- To be reminded of important dates.
- Be linked with extra out of school opportunities.

Fears

- Forgetting important assignments.
- Failing key courses.