

Steve Durbin

Background:

Ups Driver

Bachelor's Degree

Married with two kids: 21 and 25

Demographics:

Male, 50 years old

Yearly income 65,000

Lives in rural neighborhood

Identifiers:

Moderately digitally savvy

Likes older movies

Faulty memory

Karen Miller

Background:

Stay at home mom

General Education

Married with two kids: 12 and 16

Demographics:

Female, 37 years old

Yearly income 50,000

Lives in a cul de sac

Identifiers:

Moderately digitally savvy

Can't remember movies but remembers characters

Katey Rack

Background:

College Student

Working towards Bachelor's degree in Cyber Security

Single

Demographics:

Female, 21 years old

Yearly income 26,000

Lives on campus

Identifiers:

Extremely digitally savvy

Wants to remember movies she's watched as a kid.