

Aar Teist, By Benjamin Goodman

age: 24

residence: Massachusetts

education: Graduated from the Columbia University School of the Arts

occupation: Full time painter and animator

marital status: Single



"Art imitates life"

Aar Teist is a fairly popular artist in his community, but has trouble displaying his work to the public. He owns a shop in MA selling custom paintings and abstract works that he creates in his free time. He is looking for some way to share his art with other communities outside of his own so that he can boost sales and grow in popularity.

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SOCIAL NETWORK



Criteria For Success:

Aar Teist feels he is at his best when he is asked to join put his work on display at art shows, or when he has completed a large scale project for a customer or himself. However, He is very dependent on his skills and the communities art taste.

Needs

- More ways to earn money
- Other art enthusiasts to paint for his portraits

Wants

- A way to reach out to other communities that might be interested in his art
- More ways to sell his art aside from his shop

Values

- Hiking in the wilderness
- His pet dog
- His mother who gave him his love for art

Fears

- He gets very stressed when he is unable to think of a new abstract painting
- He worries that consumers are only interested in art that is copied from canvas to canvas by computer. If others continue to buy paintings like this he will go out of business.



Jon West, by Siddharth Gianey

age: 34

residence: Salt Lake City, UT

education: High School Graduate

occupation: Self-Employed Artist

marital status: Single



You can't spell "Earth" without "Art"

I wake up and instantly get into my inspiration routine for what I want to paint or draw today. Sometime it takes a while for me to find my inspiration, but after I do, I spend hours trying to bring it to life.

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Criteria For Success:

My art being in a public forum for people to see. I want people feel something when they view my art. If it moves someone, then the job of the piece is complete.

Needs

- More avenues to find inspirations for my art
- My paint brushes
- Shading pencils

Wants

- The process to find inspiration to be made easier
- To draw and paint all the time
- My art to be shown to the world in public forums

Values

- My mother
- The journey to becoming a known artist
- Long Walks on the beach

Fears

- Running out of inspiration
- People not liking my art
- Getting tired of painting and drawing



Juan Pablo by Denise Garcia Mesa

age: 21

residence: El Paso , Tx

education: High School Graduate

occupation: Part Time Sales Associate

marital status: Single



"The harder you work, the luckier you get."

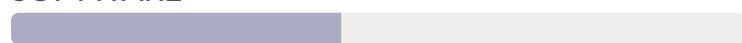
Juan Pablo is currently studying International Business at The University of Texas at El Paso. In his spare time, he enjoys studying different languages. Juan Pablo is fluent in Spanish, English, Arabic, and Mandarin Chinese.

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Criteria For Success:

Juan is motivated by causes that help others. He enjoys helping out his community any chance he gets.

Needs

- Money
- Support from family
- Translator app

Wants

- To learn more languages
- The chance to give back to the community
- To travel the world

Values

- education
- different cultures
- environmental action

Fears

- The possibility of not obtaining a job with a International Business degree.
- His dog dying.
- Getting lost in a new country.



Hugh Mann, by Ren

age: 43

residence: New York, New York

education: BA . Marketing

occupation: Marketing manager at Company Co.

marital status: Single & Ready to Mingle



"There's no I in business"

I spend most of my day working at Company Co, with COVID-19 keeping me at home, I've found myself stressed out and with a lot of free time, so I want to find a new way to unwind. I'm hoping inspire.me's tutorials can teach me the basics of painting.

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Criteria For Success:

I want to feel at peace while I paint. I also would like to feel proud of the finished product.

Needs

- Support for different types of painting, eg.(oil, water, pastel, etc.).
- Feedback on how to improve as an artist.
- A way to expand his horizons.

Wants

- Wants a gentle introduction into the very basics of art.
- Would appreciate Bob Ross style paint alongs.
- Wants to impress others with his skills.

Values

- Values his money.
- Likes having a clear headspace
- Hates distractions

Fears

- Crippling fear of failure.
- Worries about not being able to learn fast enough.
- Fears painting may not be the hobby he's looking at.

