

# John Johnson (Sean Rinkleff)

age: 32

residence: South Carolina

education: Masters

occupation: McDonalds Cashier

marital status: Single



*"I hate my job"*

Spent most of his money to pay for school in addition to taking multiple student loans, only to end up working fast food. He hates his job but needs every dollar he can get.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Getting a better job. (He won't)

## Needs

- Find the cheapest possible option.
- Find low wait times.

## Values

- Affordable prices
- Things that make it feel like his degree was worth it

## Wants

- A better job

## Fears

- Being stuck with his current job
- His parent's disappointment
- Taxes

# Josie Mathers (Dylan Waldrup)

age: 25

residence: GA

education: Master of Music

occupation: Unemployed; Touring Musician

marital status: Single



*"Music is never ending"*

Josie is a musician that has a Master's degree in music and travels the globe to better understand the way of music and herself. She is constantly on the move so she is in constant need of clean clothes.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

That her music is heard and enjoyed by people, whether it be one person or many.

## Needs

- Needs constant clean clothes without long wait as she is constantly traveling.

## Wants

- Her music to be heard across the globe about how she views life.
- To make a footprint in music history.

## Values

- Fellow Musicians
- People with goals
- Creativity

## Fears

- Failure
- Giving Up
- Being mocked for her dream



# Tina Kelly (Heath McCullough)

age: 30

residence: Apartment in SC

education: High School

occupation: Receptionist

marital status: Married with kids



*"A mother's work is never done."*

Tina works hard to make a living for her three kids. Space is small in her apartment with her kids and husband all living together and she always has something to clean or fix. You'll often find her scrambling around, making it to work for her 9-5, taking her kids to soccer practice, and running many errands.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Making sure her family is taken care of and managing her time to accomplish everything she needs to do.

## Needs

- Time to run her errands

## Values

- Being organized
- Punctuality

## Wants

- Time to herself after a long day
- Ways to help manage her time
- For her family to be happy

## Fears

- Missing important moments in her kid's lives
- Letting her home become a mess

# Richard Smith (Justin Mateo)

age: 66

residence: Bismarck, North Dakota

education: Bachelors

occupation: Retired

marital status: Married with 2 kids

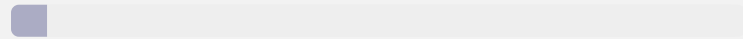


## *"How do I use this thing?"*

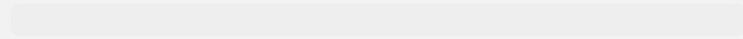
Richard likes to spend his day watching movies on cable, or sitting outside in his garden. Since he's retired he does not have much to do in the day but does enjoy the simpler things in life. He is not a fan of technology.

### Comfort With Technology

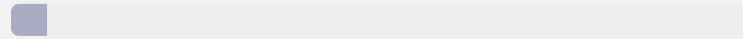
#### INTERNET



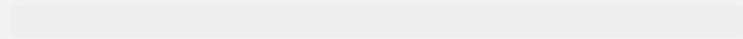
#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Wants to be able to do his laundry at the local laundromat as quickly as possible, without having to wait for others, so that he can catch his favorite movies when he gets back.

### Needs

- A tutorial in the app to walk him through how it works without having to ask his fully grown kids every 5 seconds
- Other accessibility features such as text enlargement and text to speech, he has bad eyesight and hearing as a result of age.

### Values

- He values his family and friends
- Especially values his time, because he knows his time is limited

### Wants

- To be able to know washing machine vacancy at his local laundromat to know if he can quickly go in and out and not have to wait.
- An app that's simple and straightforward as to not be confusing to those who are not as technologically inclined such as himself.
- To just watch a good movie.

### Fears

- Missing his favorite movies
- Technology
- Mixing the colors with the whites in the washer

# Lenny Schwartz, by Robbie Schlageter

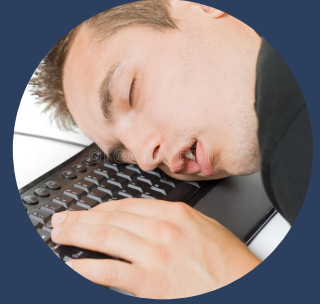
age: 20

residence: SC

education: Halfway through College

occupation: Parent's Loans

marital status: Single



## *Knock On Wood*

Tries to stick to his college schedule, but usually only makes it to his classes with seconds to spare. He has very bad luck, always catching the lights at crosswalks or getting caught in the rain when he forgets his umbrella.

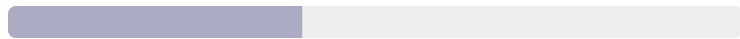
He feels like bad luck has total control over his life, and wants to find some way to make at least 1 thing less reliant on it. Whenever he goes to do his laundry, every machine seems to be occupied, and he wants to be able to know before he gets there.

### Comfort With Technology

#### INTERNET



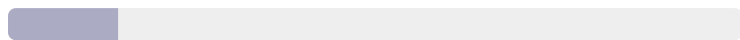
#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

He wants to be able to access a laundry machine the moment he gets to one, rather than having to wait for it to be empty.

### Needs

- At least partially free access to something.
- A way of knowing something in advance.
- Consistency in terms of something being correct.

### Values

- Luck
- Preparedness
- Not being forgetful.

### Wants

- Wants are something that is not required but delights
- This might be the holy grail feature
- It delights him or her with its simplicity or completeness

### Fears

- His alarm not going off, or not waking him up.
- A class being cancelled or moved without him hearing about it.
- Forgetting his keys.