Edgar Long, by Clay Chestnut

age: **38**

residence: **Columbia, SC**

education: **Bachelor's Degree**

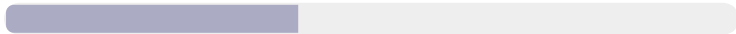occupation: **Housing Director**

marital status: **Divorced**

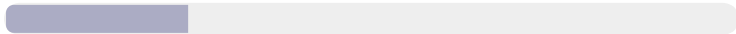## "You can't sleep. Sleep is for broke people."

Edgar spends the overwhelming majority of his time in his office. He spends most of his day making sure everything runs well in the school's housing and making sure nobody has complaints or issues. His obsession with his work makes him a great asset as an employee, and less so as a husband.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Edgar feels successful when everyone ends the day happy. The way he sees it, if everyone's content there are no problems.

Needs

- More sleep
- PURELL® Hand Sanitizer

Wants

- Shared custody
- A corvette

Values

- Stickler to the rules
- Obsessed with his work
- Willing to work overtime for no extra pay

Fears

- His ex-wife
- Parents of students
- Covid-19

MOBILITY LABS

Josephi Krakowski, by Charles Cavatoni

age: 20
residence: South Carolina
education: High School Diploma
occupation: Intern at Epic Games
marital status: Married, 2 Kids

"I believe that life should be easier."

Josephi, after his morning cig and vodka, usually goes on a run. He then listens to hard bass on the drive to work in his Adidas tracksuit and VW Golf. Josephi takes his time getting to his desk in the morning, but after he sits down he is there for the rest of the day.
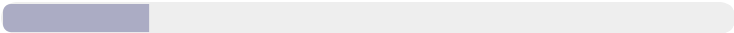
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Josephi feels successful whenever he gets a job done. He is hard working so this happens fairly often. Despite his disappointing GPA he is very intelligent and is probably one of the best programmers at Epic Games.

Needs

- Josephi is a nonfunctional human without his morning cigarette and a couple of shots of vodka.
- Josephi is also a fan of completely overpowered computers and settles for nothing less than the best.

Wants

- Wants to have less work in college so he can focus on his job at Epic Games

Values

- Josephi is a hard working individual. He will always get the job done even if it takes him a long time to do it. Josephi prides himself on being able to follow any instructions he is given.

Fears

- Josephi is afraid of failure. Often times when he fails he will go home and sleeps for multiple days straight until he gets the confidence to come back.

EPIC GAMES

Professor Owen, by Carter Chandler

age: 63

residence: Columbia, SC

education: PhD in English

occupation: English Professor at University of South Carolina

marital status: Married

"I am passionate at teaching the joy of literature to the next generation."

Professor Owen spends most of his day teaching in his classroom or working in his office.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
To continue teaching at the top of his field.

Needs
- Things that don't prevent them from getting their work done
- Technologies that aren't overly difficult to use
- Access to the library and other campus resources he uses for his job

Wants
- Technologies that make their lives easier, by being faster or easier to use
- Easy access to everything he uses on a daily basis

Values
- Efficiency
- Excellence

Fears
- Not being able to continue studying and teaching English
- Not being able to understand new technology preventing him from doing things

MOBILITY LABS

Tim Brady, by Evan Chitty

age: 18
residence: Columbia, SC
education: High School Diploma
occupation: College Student
marital status: Single

"I'm new here, I don't know what's going on."

Tim Brady is your average first year college student. He spends most of his day trying to get a grip on reality. He is already homesick, and doesn't remember where any of his classes are. However, he is motivated to figure everything out.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Tim likes to take shortcuts whenever possible. He also asks a lot of questions. He likes to know exactly what he needs to do to be successful.

Needs

- Strong internet connection
- His computer monitor
- His "lucky" computer mouse

Wants

- A girlfriend
- New gaming computer
- Lifetime supply of mountain dew

Values

- Natural with technology
- Motivated and eager to learn

Fears

- Girls