Marcus

age: 19

residence: Atlanta, GA

education: High School
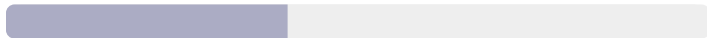
occupation: Best Buy

marital status: Single

"I'm a baker, cause I'm collecting this bread."

Marcus spends most of his time at school focusing towards his computer engineering degree, but when he isn't studying he's either working or staying physically active because Marcus believe in balance and routine. In his spare time Marcus likes to socialize with his friends and go out to functions or work on his side project so all small mobile app games to help pass the time.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Marcus just wants to create that one game that'll get everyone addicted to playing.

Needs

- Comfortable but stylish
- Affordable
- Unique
- Up to date/ trendy

Wants

- An outfit for almost ever occasion
- To be able to explore outside my comfort zone

Values

- Organized
- Trustworthy
- Outgoing
- Open minded

Fears

- Not being able to connect with people
- Failure
- Bad style
- Bad first impressions

Sharon

age: 26

residence: Los Angeles, CA

education: B.A. in film

occupation: Film student

marital status: Unmarried without kids

"You can try anything at least once."

Sharon is an aspiring YouTuber, chasing income through her currently-growing channel. Previously a dual citizen of both England and France, Sharon moved to Los Angeles in hopes of fulfilling her B.A. in film in the heartland of the big screen: Los Angeles.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Sharon is looking for a way to minimize the time she spends looking for matching clothes in her copious wardrobe. She wants outfits that are liked by her, being a bit of a computer nerd, and also liked by the Californian influencers managing her busy L.A. lifestyle.

Needs

- Classy enough outfits to score promos and jobs, but stylish enough to blend in with influencers

Wants

- Outfits that are liked by her, being a bit of a computer nerd, and also liked by the Californian influencers managing her busy L.A. lifestyle.
- Requests that outfits work with the clothes she already has—Sharon isn't a fan of the fast fashion industry.

Values

- Hard work
- Creativity
- Individuality
- Open-minded

Fears

- A wardrobe malfunction
- Her Jewish grandmother when hangry
- Having to re-upload her YouTube videos after uploading the unedited version

Sean

age: 24

residence: South Carolina

education: U of SC Undergraduate

occupation: Currently a computer programmer

marital status: Single

"90% of life is just showing up"

Sean is employed as a computer programmer but has larger ambitions. Sean spends a lot of his time trying to network with others in order to start a business. However, Sean has trouble presenting himself in a professional way. Sean has a wardrobe with nice clothes, but is not confident in his ability to create outfits that compliment each other and fit a specific social setting.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Sean would like to improve his public image in order to more effectively network with others and achieve his goals.

Needs

- Outfits that are tailored to a variety of different social scenarios
- A look that is both stylish and proffesional

Wants

- Clothing combinations with colors that compliment each other
- A variety of outfit options for casual outings using clothes he already owns
- To develop his own unique sense of style

Values

- Commitment
- Determination
- Enthusiasm

Fears

- Being seen as unreliable
- Negative first impressions
- Snakes

Ryan

age: 26

residence: New York, New York

education: Majoring in Computer Science

occupation: Student

marital status: In a relationship

"It's a cruel place, and it keeps getting colder."

Lives in an apartment with boyfriend. On any given day you can find me at my computer typing away.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I always strive to improve myself. Success to me would be improving myself as much as I can.

Needs

- Need to get around to organizing all my clothes

Wants

- Clothes that will impress my boyfriend
- Clothes that will get me a better boyfriend

Values

- High quality luxury clothing
- My Louis Vuitton Onthego GM

Fears

- My boyfriend will leave me if I don't get better clothes

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