

# Peter Dudley

age: 31

residence: Los Angeles, CA

education: Bachelors of Science in Computer Science

occupation: Web Developer

marital status: Married, with kids



*"Hard work is the only path to success."*

Peter goes to work Monday through Friday, from 8AM to 4PM. On the weekends Peter likes to spend time with his kids and get away from the noise of Los Angeles.

## Comfort With Technology

INTERNET



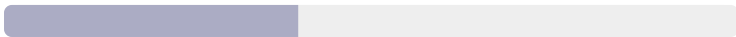
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

High wages

Meaningful tasks

Approval from bosses

## Needs

- Approval from his team
- An objective to work towards

## Values

- Work ethic
- Financial stability

## Wants

- Having a nice car
- Being successful in his career
- Being wealthy

## Fears

- Losing his job
- Not being able to provide
- His family being harmed

# Stephanie Peterson

age: 42

residence: St. Louis, MO

education: 4-Year College Degree

occupation: Senior Vice President, Anheiser-Busch

marital status: Divorced, with 2 children

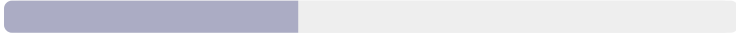


*"I can't, my kids have soccer practice."*

Works a full-time job, and then comes home and takes care solely of her 2 children.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

A productive work week and having successful children.

## Needs

- A quiet workplace
- Ability to find her car

## Values

- Family-oriented
- Faithful

## Wants

- Simplicity
- Accessibility
- Universality

## Fears

- Insects
- Flying
- Failure as a parent

# Andrew Douglas, by Canaan Madison

age: 40

residence: NY

education: Bachelor of Business Administration

occupation: Account Manager

marital status: Married, with kids

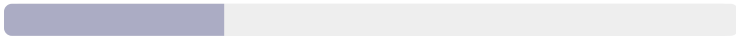


*"I love my kids, and my job!"*

Blank likes to get up early, then head to the gym, and finally over to his job where he spends the rest of the day at before heading back home to spend time with his family

## Comfort With Technology

INTERNET



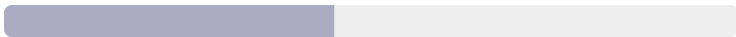
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

A job well done

Higher ups approval

A growth trend in the quarterly trends

## Needs

- Needs a planner to plan out his day
- Post-it notes to remember things
- Coffee

## Wants

- As successful career
- A decent parking spot

## Values

- Hard work
- Family
- Respect

## Fears

- Failure
- Disappointment

# Mike Henderson

age: 42

residence: State, city, or even neighborhood

education: Bachelors of Science in Computer Engineering

occupation: Web Developer at Google

marital status: Single, no kids.



*"An eye for an eye makes the whole world go blind"*

Mike Henderson (42), is a hard working man. Everyday, he gets up early in the morning to go to the gym, then heads to his workplace at the google headquarters. After work, he goes home to spend time with his dog Buddy.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

- Hard Work
- Approval
- Work Ethic
- Trial and Error

## Needs

- Money
- A good job
- To improve himself
- Always learn

## Values

- - Honesty
- - Reliability
- - Efficiency
- - Renewable resources

## Wants

- A Ferrari
- To live in Beverly Hills
- To be the richest man in the world
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## Fears

- Failure
- Depression
- Death