GRANDMA:

* Grandma is 70 years old. She grew up in a lower on the socio-economic ladder. She worked hard to get what she needed, taking multiple jobs to support her family and get her necessities, with barely enough money for less important necessities such as dental care or glasses. She struggled to take college with her financial deficit but managed to get through with a degree in business and graduate as a successful businesswoman. She has then since retired with a family of 4 and 3 grandchildren.
* She usually spends her days reading books and in the company of her retired husband and dogs. She tries to get exercise by walking the dogs and performing yoga in the weekends. She has a taste for baked goods and tea, and salad with berries.
* She lives off her savings, which she has ample from her days as a businesswoman. She frequently tells stories about her time growing up with the struggle of money. So she now tries to use her excess wealth to find donations.
* She unfortunately did not grow up using technology, and while she tries to keep an open mind about learning new technology, it is still a struggle for her to use it.

Age 70, Florida, Retiree, Living in retirement with husband  
  
Tech:  
Internet 2/5  
Social Media 2/5  
Online Shopping 2/5

Gadgets 2/5

Early Adopter 1/5

Wants and Needs:

* To live the last years of her life with no regrets
* To use her money wisely
* Simple and usable design

Frustrations:

* Struggles with complicated menu hierarchy that relies on text boxes
* Cannot keep up with frequently changing GUI elements for software

Techie Joe:

* Techie Joe is 31 years old, He has worked hard to climb up in his job as a software developer and is currently living with his partner in luxury apartments in New York. He likes to play online games when he isn’t working and often plays games with his partner such as Overwatch and Deadlock.
* Aside from video games he like to spend his time reading news online, talking to his correspondents online, and watching the stock market fluctuate. On the weekends he likes to walk in the park to try and get exercise before going on a date with his partner with either a dinner, a movie night, or both.
* He has a six-digit income which he uses to invest, but he has decided to use some of it outside of luxuries to start giving back to society.
* He is very good with using technology, and while he can be mistaken for an early adopter, he actually likes waiting for technology to mature before using it. Don’t mistake him for someone who cannot adapt to new things as he is an expert in being able to figure out interfaces given enough time.

Tech:  
Internet 5/5  
Social Media 3/5  
Online Shopping 5/5

Gadgets 5/5

Early Adopter 3/5

Wants and Needs:

* To use his money to give back to people
* To have an easy to understand interface when using technology

Frustrations:

* Hates frequently changing GUI
* Hates being asked for Tech Support by everyone

College Jane:

* College Jane is 22 Years old with a part-time job and is taking college for Design. While she does get financial support from her parents, she likes having a source of income and lives with housemmates to both save money and be social at home more.
* She grew up with technology so she has no trouble with finding and understanding anything you put in front of her. Along with being a frequent early adopter for new consumer technology.
* Part of her hobbies is to watch youtube videos that involve humor, cute animals, and tech information which she uses to influence her buying habits online.
* She has a diverse set of food that she likes because she likes to cook every other day and to have leftovers for herself and sometimes her housemates.

Tech:  
Internet 4/5  
Social Media 5/5  
Online Shopping 5/5

Gadgets 4/5

Early Adopter 4/5

Wants and Needs:

* Likes to see bright or eyecatching design
* Likes to have feedback to her actions in UI

Frustrations:

* Hates dated design choices like only HTML pages in academic pages
* Hates menus hidden behind cascading heirarchies of text

Highschool Jim

* Jim is a high school at age 16 with parents who are trying to teach Jim the value of money and caring for other people. He has two other brothers, Dan and Kevin. He is the middle of the 3 of them in terms of age.
* His parents have taught Jim to have a balanced lifestyle, including taking his education responsibly, Having a part-time job, and picking a donation to give back. His parents had promised him to give him 1.5 the amount of money if he donates a certain amount and got at least Bs in all his classes.
* He frequently got bullied in his elementary for not being able to see correctly when being called to read the board. Now in highschool, he is moderately average with his friend group and he has thankfully not received anymore bullying after getting his glasses

Tech:  
Internet 3/5  
Social Media 3/5  
Online Shopping 3/5

Gadgets 4/5

Early Adopter 2/5

Wants and Needs:

* Likes to be competitive, especially in video games
* Likes flashy design

Frustrations:

* Does like being hand-held when given instructions