

# David Remington, by Jack Sakers

age: 16

residence: Kansas City, MO

education: High School Degree (In Progress)

occupation: Cashier at Local Restaurant

marital status: Single



*"A problem is just an opportunity for a solution"*

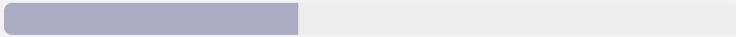
David wakes up very early every morning in order to make it to swim practice. Then he comes home, showers, and goes to school. After high school, he goes straight to his job at a local restaurant. When David gets home from work, he does his homework and looks after his little sister.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- David needs a smooth, user-friendly app
- David needs a reliable way to get up early and still get the right amount of sleep
- David needs a way to track his sleep to make sure he performs his best in swim team

## Values

- David values a strong work ethic and punctuality

## Criteria For Success:

David requires a sense of accomplishment in order to feel successful. He likes to get things done and check them off of a to-do list.

## Wants

- David wants to be able to compare his sleep with his teammates
- David wants to be able to show his mother that he is able to keep his job and still get enough sleep

## Fears

- David is scared that he might oversleep and miss his swim practice
- David is scared that if he doesn't get enough sleep he might drift off as he's trying to care for his little sister

# Matthew Reynolds, by Evan Schofield

age: 27

residence: San Antonia, TX

education: Bachelor of Science in Computer Science

occupation: Software Developer

marital status: Married with kids



*It always seems impossible until it is done*

Matthew is tired all throughout the day. However, enjoys waking up early in the morning so he can get his day started. He starts by making a delicious breakfast and a cup of coffee. After that, he heads off to work where he spends most of the day coding and debugging programs he and his coworkers are working on. When work ends, he goes home and spends time with his wife and kids. Then, he goes to bed.

## Comfort With Technology

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## Criteria For Success:

In order for Matthew to feel successful, he needs to know that he put in all of his knowledge and effort into his projects. If the projects work well and he put in 100% effort, he feels 100% successful.

## Needs

- Matthew needs to get a better sleep schedule, it is impacting his work-life.
- Matthew has trouble getting to sleep at night and needs to know how to get to sleep better
- Matthew struggles with getting up in the morning so he needs new ways of waking up

## Values

- Matthew enjoys being prepared for his tasks
- Matthew values responsibility for oneself

## Wants

- Matthew wants to make sure that he and his family are getting an adequate amount of sleep
- Matthew wants to be able to go to work and not feel tired all day

## Fears

- Matthew fears that his lack of sleep is negatively impacting his work
- He fears that he will be fired for not putting in 100% effort

# Eddard Stark

age: 45

residence: Raleigh, NC

education: Doctorate of Computer Science

occupation: Owner of Winterfell Electronics

marital status: Married, 7 kids



*Winter is coming*

A model worker and father. He is always representing his company and upholds his values with dignity.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Loyalty
- Friendship
- Good morals

## Values

- Integrity
- High morals
- Friendship
- Faith and Loyalty

## Criteria For Success:

In order for Eddard to feel a sense of success, he must make everyone happy. He must uphold his values while progressively improving the lives of the ones he cares for.

## Wants

- Wants to make his company the best it can be
- To make sure that everything runs smoothly and effectively
- To lead effectively and righteously

## Fears

- A hostile takeover
- Failing the ones he loves
- Being unable to protect his friends and family