

Joey Caponi

age: 18

residence: Columbia, SC

education: College Degree

occupation: Construction Worker

marital status: Single



I'm always late to work! But my alarm is broken!

Doing Construction from 9-5 in Columbia SC. Hard work = Easy Times

Comfort With Technology

INTERNET



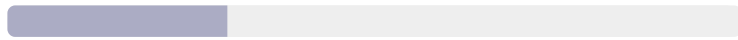
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Wants a good alarm clock and time tracker for his work

Values

- hard work
- being on time

Criteria For Success:

Need a good comfy bed to sleep in

Need a roof over my head and the clothes on my back

Wants

- Some fun features like sharing to other apps
- Good display aesthetic and easy access to different features

Fears

- Maybe too easy to sleep through
- Being late to work again

Ben

age: 45

residence: Ohio

education: Bachelor's degree in Business Administration

occupation: Coffee Shop Owner

marital status: Married



"I believe that a great cup of coffee isn't just a beverage; it's an experience."

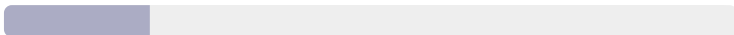
A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Financial Stability and Customer Satisfaction

Needs

- Skilled Workforce, Effective Marketing, Business Expansion Support

Values

- Integrity
- Inclusivity

Wants

- Community Engagement
- Travel and Exploration
- Time for Hobbies

Fears

- Competitive Pressure
- Business Uncertainty
-

Sawyer Wade

age: 16

residence: Saint George, SC

education: in highschool

occupation: Student

marital status: Taken



I forget everything lol

Video Games and Work

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Better calendar

Values

- Games
- Jokes

Criteria For Success:

Needs help remembering

Wants

- Better calendar
- Phone Integration

Fears

- Mom
- Women

Will Denver

age: 34

residence: Pennsylvania

education: High school graduate

occupation: Cashier

marital status: Single



"Average guy trying to not be average"

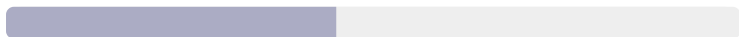
He wakes up eats cereal then goes to work at 8 return home at 8 after 12 hours, watches tv and plays on his phone past midnight while eating through out the time then goes to sleep, then repeat

Comfort With Technology

INTERNET



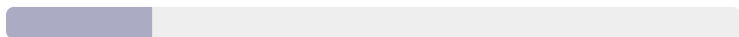
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Time management, confidence, a course of some sort that would give him a higher status for a higher value job.

Needs

- Manage time
- Reduce time on phone/electronic
- get a computer course that qualifies to get a company job for back-end development
- fix sleep and work schedule
-
-

Values

- self responsibility
- family
- tradition
- respect
- hard work

Wants

- Girlfriend
- more socializing
- more money for traveling
- better/nicer car

Fears

- being alone
- staying average
- losing money
- being lazy
- giving up