

# 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



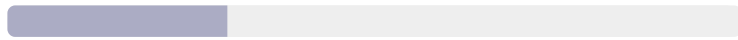
SOFTWARE



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."*

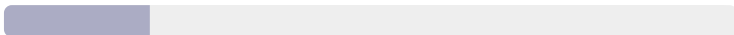
A quick summary of behaviors and practices like how he/she spends their day.

## 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*

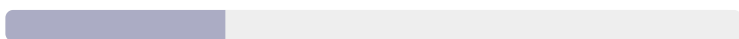
## Video Games and Work

### 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