

# Adam Johnson, by Gunner Carlson

age: 37

residence: Charleston, SC

education: Bachelors Degree (BA)

occupation: Business Owner

marital status: Married | Two children



*This business better pan out, I'm sending my kids off to college.*

Adam is juggling many projects and priorities. He appreciates help from his vendors and employees. Employees are often caught on their phones at work, much to his disappointment.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

Teamwork, unity, and communication

Getting projects done on time

## Needs

- Lots of money
- Respect from his employees
- Basketball
- A man cave

## Values

- Detailed plans
- Genuine people
- A good movie
- Going home for the weekend after work
- Helping someone in need

## Wants

- A pool in his backyard
- DC to be as good as Marvel
- People to like him
- Time to play video games at home

## Fears

- Failure
- Wasting time and money
- Spiders
- The number 71
- Having another kid

# Ricky Roberts

age: 12-14

residence: Parents House

education: Middle Schooler

occupation: Class Clown

marital status: Single

Persona by: Chase Cartee

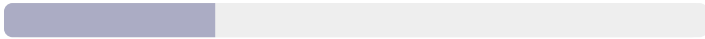


*"My teacher wants me to use this so I can focus."*

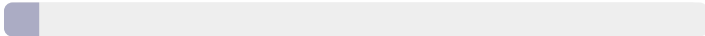
Ricky has ADHD and his teacher was recommend an app that will help him focus for his online classes.

## Comfort With Technology

### INTERNET



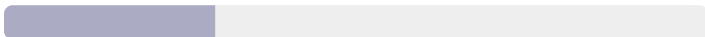
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

In class: Making good grades.

At lunch: Pizza

Teacher Note: You needs to focus more on your work.

## Needs

- To be more attentive.
- To stop playing games while working.
- To finish this one boss...
- Teacher Note: Ricky you do not need that last one for "Needs."

## Wants

- To go to lunch.
- To play with friends.
- Teacher Note: You could put the boss "Need" here instead.

**Values**

- How funny you are.
- Teacher Note: Don't be silly now Ricky.

**Fears**

- Spiders.
- And snakes! Don't forget snakes...
- Teacher Note: We went over this. This is not what we meant by "Fears."

# Joshua Byrnes, by Vaughn Eugenio

age: 24

residence: Aspen, Colorado

education: Associates Degree

occupation: White Water Rafting Guide

marital status: Single



*"Slow down and look around"*

A free thinker who is adventurous and lives in the present.

## Comfort With Technology

INTERNET



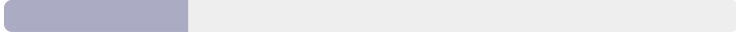
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Being contempt with what makes you an individual.

## Needs

- Freedom and independence
- Individuality
- Trader Joes
- A connection with nature

## Values

- Individuality
- Acceptance
- Suppleness

## Wants

- To travel
- Acceptance
- More Hawaiian shirts
- To borrow a lighter

## Fears

- Tight spaces
- Raisins in his oatmeal cookie
- Trader Joe's going out of business

# Grant Hoffman (by Jacob Davidson)

age: 26

residence: Charlotte, NC

education: B.A. in Public Relations

occupation: Internet Marketer

marital status: Single



*"Yeah I work hard, but I like to play hard too." - Grant Hoffman*

Grant does all of his work from home, so he spends a great deal of time inside on his computer. When he does have freetime, he goes out with his friends and enjoys the night life of the city.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

He dreams of owning a huge house, fast cars, and fancy suits. Only when people look at him and can tell that he is wealthy will he feel successful.

## Needs

- organization
- to move out of his friends basement
- to get his work done before he goes out partying
- a consistent stream of income
- to brag to his friends

## Values

- sustainable income
- his free time
- friendships
- being his own boss

## Wants

- simplicity in his life
- his friends to think he is better than them
- one million followers on instagram
- to make a ton of money without having to do very much work

## Fears

- spiders
- disappointing his father
- not being rich

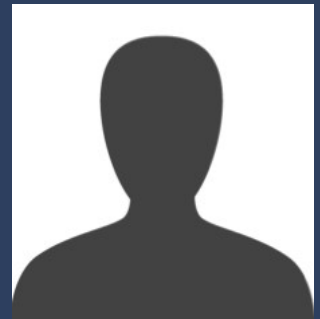
age: 20

residence: Columbia SC

education: Undergraduate Student

occupation: College Student

marital status: Single

*“Work Hard Play Harder”*

Enjoys breaks from studying, partying, and spending time with friends.

**Comfort With Technology**

INTERNET [Grab your reader’s attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]

**SOFTWARE****MOBILE APPS****SOCIAL NETWORK****Criteria For Success**

Hard work and a productive schedule to make time for partying and mental health.

**Needs**

- Productive time management
- A Schedule
- A way to stay off of distracting apps

**Values**

- Hard Work and determination
- Productivity

**Wants**

- Good grades
- Free Time
- Productive work schedule

**Fears**

- Loss of focus resulting in loss of productivity
- Receiving bad grades