

Andrew Walsh

age: 25

residence: San Francisco, California

education: Bachelor's

occupation: IT Specialist

marital status: Single



'Life gets better as technology grows'

Andrew Walsh is an IT specialist working at a company in San Francisco, California. In his daily work, he goes around managing and fixing company computers and backing up files. In his free time, Andrew spends time reading and swimming.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Learning new ways to improve technology.

Needs

- Planning and scheduling appointments ahead of time.
- Time to finish the tasks.

Values

- Values work ethic.
- Saving and reducing energy consumption.

Wants

- Work life balance
- Manage company computers effectively.
- Finish projects and problems in a timely manner.

Fears

- Fears of being behind in schedule.
- Failing to provide for parents.

Antonio Falcon

age: 27

residence: San Jose, California

education: High school graduate

occupation: Professional skateboarder, board salesman

marital status: Married with one kid



"Skateboarding reminds me of Hamburger Helper because I love Hamburger Helper."

Spends the day skateboarding in the park, teaching his son to skate, or maintaining his online brand

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Must meet quota for skateboards sold

Must keep social media presence intact

Must be a good father

Needs

- Needs mask that is breathable so he can skate properly
- As a family man, needs mask that can protect his family members after a day of skating

Values

- Values safety and personal fitness
- Values virus relief efforts/donates regularly to them

Wants

- Wants a mask that is customizable so he can put his brand logo on it
- Wants a mask that is iconic so people who watch his videos will recognize him

Fears

- Fears how virus will impact his family and skateboard business
- Fears injury from skateboarding
- Fears contracting COVID-19

Cleetus

age: 28

residence: Camden, SC

education: GED

occupation: Farmer

marital status: Married, 4 young kids

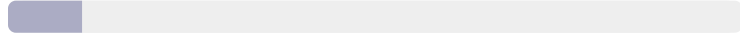


YEEEEEEEE HAW

Tends to crops and livestock during the week and sells at the farmers market on the weekend

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Needs to meet monthly quota at the farmers market

Must maintain livestock and crops

Needs

- Doesn't need a mask in the field but does need one for the market
- Needs something light and breathable for the heat

Values

- Hardworking attitude
- Family man

Wants

- Wants to not wear a mask because it itches
- If he has to wear a mask he wants it to feel like he's not even wearing one

Fears

- Fears how the virus may affect sales at the market
- Fears that someone might catch the virus and spread it in the household

Karen Webb

age: 48

residence: Greenville, SC

education: High School Diploma

occupation: Unemployed. Stay at home mom

marital status: Married, with 4 toddler aged children

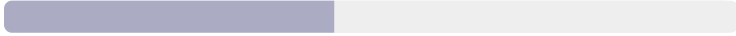


"Can I speak to the manager?"

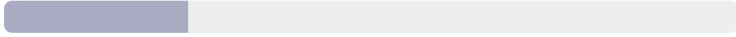
Karen likes to spend her day watching her children play at their soccer games and complaining to managers.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Vengeance against her enemies.

Needs

- Needs to find a comfortable mask to appease angry managers requesting her to wear one.
- Needs a mask of highest comfort possible.

Values

- She values getting away with whatever is most convenient for her, and not whoever's business she is in.

Wants

- Wants a mask to wear during COVID-19 pandemic that will not mess up her stylish hair cut.
- Wants a cheap mask.

Fears

- Fears that one day, a manager might be able to best her in debate and kick her out of their establishment.
- Does not fear COVID-19, because it is a hoax.