

Larry Late

age: 18-23
residence: New York City
education: Attending BYU
occupation: College Student
marital status: Single without kids



"Sorry I'm late..."

Spends his day as a college student with a packed schedule

Comfort With Technology



Needs

- Needs to get to class on time
- Needs a way to remember his schedule

Values

- Having fun
- Passing his classes

Criteria For Success:

For him to feel successful he would need to start getting to class on time and turning all of his assignments in on time

Wants

- Wants a way to easily remember the places of his classes
- An app that alerts him whenever he has class

Fears

- If he does not start getting to class on time he will start to have his grade be affected

Ryan Hubert by Keshawn Blakely

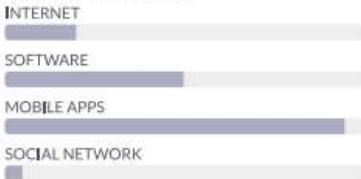
age: 28
residence: Miami, Florida
education: Master of Business Administration
occupation: Cashier at 7-eleven
marital status: Doubled married and 1 girlfriend



"Chihuahua of Wall Street"

Every day I arise from slumber prior to retrieving my necessary supplements. Naturally, the motivation invoked by currency drives me to work where I perform my honored duty, trading useless snacks and sodas in return for real money. The ignorant commoners continue to visit my divine establishment until it is finally my opportunity to go home.

Comfort With Technology



Needs

- Money
- Power
- Knowledge

Values

- Money
- Knowledge
- Power

Criteria For Success:

Being better than everyone else

Wants

- Money
- Mobile games
- Women

Fears

- Rich people
- Failure
- dogs

Matthew Hill (by Casey Fainberg)

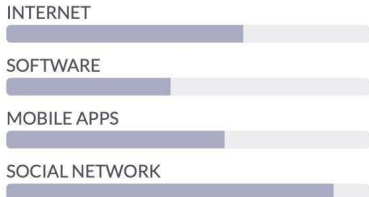
age: 22
residence: Los Angeles, California
education: College Student
occupation: Barista
marital status: Single



"Don't talk to me before I have my morning coffee"

I wake up at 10 am, drink my morning coffee and then head to Starbucks where I work as a barista. I work until 4 pm and then I head home. I am a student at UCLA so when I am not working I am usually home or at a coffee shop studying.

Comfort With Technology



Needs

- Education
- Success

Criteria For Success:

Must be punctual.
Must succeed and perform well in school.
Mid to high paying job to start.

Wants

- Success
- Wealth
- Family

Nigel Scott, by Hong-Ming Tan

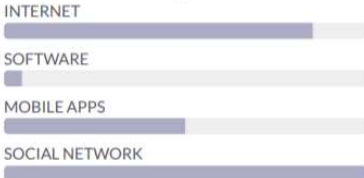
age: 24
residence: 19947 Dresden Dr, Detroit, Michigan, 313
education: High School
occupation: Apparel Resell
marital status: Single with 5 kids



"I'm chasin this bag to get outta the trenches."

I wake up every morning to the sound of police sirens. I make my nutritious breakfast of wheat bread and honey. I get on my laptop at 10:50am every Thursday to wait for the 11am Supreme drop, so I can restock for my resell game. Other than that, I'm spending all my time tryna be a good father to my 5 kids.

Comfort With Technology



Needs

- I have to have my 2pm pb&j everyday or else I cannot function

Values

- I am always honest
- I work hard to provide for my kids

Criteria For Success:

I need my crew with me to always hype me up.

Wants

- I prefer Dixon Ticonderoga #2 pencils. The way those pencils write are so smooth and pristine.
- Otherwise, I just want money

Fears

- Sleep paralysis
- Failing my kids
- Uncrispy bacon