

# Brittany Li - Nathanael Tiffany

age: 23

residence: Salem, Oregon

education: Fashion Degree from University of Southern California

occupation: Designer/Model for her own brand UniPOP

marital status: Single, 1 child

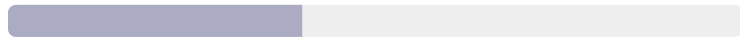


*"Adapt what is useful, reject what is useless, and add what is specifically your own." - Bruce Lee*

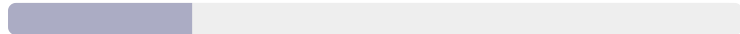
Loves to start the day with a large coffee and bringing her little boy to school, then gets started on her most recent idea in her designs, after that she may browse social media or the internet for some inspiration. Finally, if needed, she proceeds to model her most recent designs for their advertisements. At the end of the day, she finally gets to

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Having others become happy due to her work, and she feels most successful when those people tell her that

## Needs

- Social Media
- Scheduling/Reminder App
- Nanny to help with child

## Values

- Cleanliness
- Fast Service
- Attentiveness

## Wants

- Healthier Diet
- Time to go get nails and hair done

## Fears

- Forgetting a deadline
- Ignoring her child accidentally

# Brad Chadman - JJ Tupacz

age: 24

residence: ND, Parshall

education: BS in Computer Science from North Dakota State  
University

occupation: Parshall High School IT Department

marital status: Single



*"With drive and a bit of talent, you can move mountains" -Dwayne Johnson*

Starts the day off with a shower and shows up to school ready to fix another laptop someone broke yesterday.

## Comfort With Technology

INTERNET



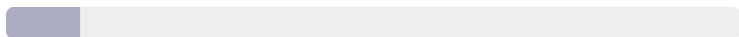
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

An environment where he can help others succeed with their gains

## Needs

- Food
- Protein
- Gym time
- More protein

## Wants

- Gains

## Values

- Personal Motivation
- Muscles
- Compassion

## Fears

- Loss of gains
- Not going to the Gym

