

Darryl Smith

age: 23

residence: Columbia, SC

education: Bachelors in Finance

occupation: Used Car Salesman

marital status: Single

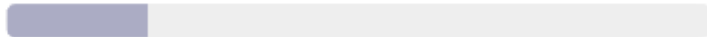


These cars are not going to sell themselves!

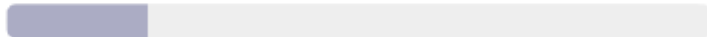
Loves reading sales books and applying them to his career.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Darryl needs to sell at least 20 cars a month.

Feed his family.

Keep his customers happy.

Needs

- Needs his morning coffee!
- Needs a tank full of gas!
- Needs a nutritious breakfast!

Wants

- Great leads on selling cars
- A supportive friend group
- To be salesman of the month
- Beer

Values

- Integrity
- Sales skills

Fears

- Heights
- Sales Quotas
- Dehydration
-

David

age: 25

residence: Columbia, SC

education: Bachelor's Degree

occupation: Back-End Developer

marital status: Single



"An apple a day keeps the doctors away" -Benjamin Franklin

Lives alone in a one bedroom apartment. Loves interacting with people and spends most of the day out and about. Engages in conversation with anyone willing to talk.

Comfort With Technology

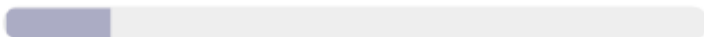
INTERNET



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Criteria For Success:

Successfully making a deadline for a bug fix in the system he works with.

Needs

- Stress relief, often goes out to party or to a bar

Wants

- Learn game development
- Create his own software company
- Create an application that will make back-end developers job easier when debugging code

Values

- Hospitality and fairness
- Putting forth 100% effort in everything he does



Fears

- Being assigned to a project that he has little experience with
- Becoming over stressed by work

Vicky C. Woodyard

age: 34

residence: Denver, Colorado

education: Masters

occupation: Speech Language Pathologist

marital status: Married



Kim Dinh

My clients come first in everything I do.

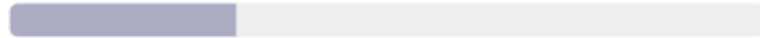
Vicky has been a speech language pathologist for almost ten years now and has been happily married for two. She currently does not have any children but hopes to have one soon. She loves her job and is glad she can help the future of several bright students, often buying and donating items to students in need.

Comfort With Technology

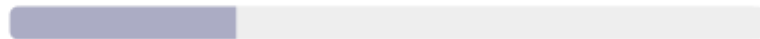
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Criteria For Success:

To see improvement in communication skills in her clients.

Needs

- Money and resources for students in need
- More materials to better help clients

Values

- Fast and easy-to-use applications
- Time saving

Wants

- Easy way to split bill with drinkers as a nondrinker
- More coworkers to decrease casework loads
- More diversity training

Fears

- Wasting money on drinks
- Students not having access to needed resources

MOBILITY LABS

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