David Remington, by Jack Sakers

age: 16
residence: Kansas City, MO
education: High School Degree (In Progress)
occupation: Cashier at Local Restaurant
marital status: Single

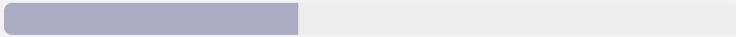*"A problem is just an opportunity for a solution"*

David wakes up very early every morning in order to make it to swim practice. Then he comes home, showers, and goes to school. After high school, he goes straight to his job at a local restaurant. When David gets home from work, he does his homework and looks after his little sister.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

David requires a sense of accomplishment in order to feel successful. He likes to get things done and check them off of a to-do list.

Needs

- David needs a smooth, user-friendly app
- David needs a reliable way to get up early and still get the right amount of sleep
- David needs a way to track his sleep to make sure he performs his best in swim team

Wants

- David wants to be able to compare his sleep with his teammates
- David wants to be able to show his mother that he is able to keep his job and still get enough sleep

Values

- David values a strong work ethic and punctuality

Fears

- David is scared that he might oversleep and miss his swim practice
- David is scared that if he doesn't get enough sleep he might drift off as he's trying to care for his little sister

Matthew Reynolds, by Evan Schofield

age: 27

residence: San Antonia, TX

education: Bachelor of Science in Computer Science

occupation: Software Developer

marital status: Married with kids

It always seems impossible until it is done

Matthew is tired all throughout the day. However, enjoys waking up early in the morning so he can get his day started. He starts by making a delicious breakfast and a cup of coffee. After that, he heads off to work where he spends most of the day coding and debugging programs he and his coworkers are working on. When work ends, he goes home and spends time with his wife and kids. Then, he goes to bed.

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Criteria For Success:

In order for Matthew to feel successful, he needs to know that he put in all of his knowledge and effort into his projects. If the projects work well and he put in 100% effort, he feels 100% successful.

Needs

- Matthew needs to get a better sleep schedule, it is impacting his work-life.
- Matthew has trouble getting to sleep at night and needs to know how to get to sleep better
- Matthew struggles with getting up in the morning so he needs new ways of waking up

Wants

- Matthew wants to make sure that he and his family are getting an adequate amount of sleep
- Matthew wants to be able to go to work and not feel tired all day

Values

- Matthew enjoys being prepared for his tasks
- Matthew values responsibility for oneself

Fears

- Matthew fears that his lack of sleep is negatively impacting his work
- He fears that he will be fired for not putting in 100% effort