

Payne Whitlock

age: 31

residence: Portland, Oregon

education: Bachelors degree in Computer Science

occupation: Data Analyst for the Portland Trailblazers

marital status: Single



"Finding a home in this housing climate will be tough."

Likes to watch basketball after getting home from work, programming, and playing chess.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Would like a tutorial on how to navigate the app's interface, making it easy to locate different homes.
- App needs to operate efficiently, so he can focus on programming without any headaches.

Values

- Hard work
- Diligence
- Flexibility
- Critical thinking
- Determined

Criteria For Success:

The service provided to the customer is dealt with in a kind and efficient manner. The job was completed on time.

Wants

- Would like a cost feature that shows the different prices of the homes he is looking at staying while accounting for location.
- Wants a filter setting within the app that allows him to add/remove different pieces of furniture while designing his home with the total cost of the home automated with every change.

Fears

- Is afraid of not finding a home in the city, where restaurants and gyms are more accessible.



Meetkumar Patel

age: 22

residence: Columbia, SC

education: B.S.C.S

occupation: Software Developer

marital status: Single



Moving to a big city for a job is going to be nightmare!!

He spends of his time programing for work or playing video games when work is over.

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Criteria For Success:

Success means doing a project and getting the desired outcome.

Needs

- Visual tutorial on how to use the app
- Easy to use application design

Wants

- A calculator that can estimates the cost of my move
- Able to search for different location
- Customize the search option by adding in the size of the different living space(bathroom,bedroom), amount of different living spaces, etc..

Values

- Engaging user interface for moving to a new location
- Fast and reliable processing of my inputs in the search feature

Fears

- Fears places with a lot of traffic
- Fears not being able to being able accomplish a goal in a set time frame.

Antonio

age: 53

residence: Kershaw, SC

education: BA in Computer Engineering

occupation: Computer Engineer, Retired Military

marital status: Single



Making your path is the only method to succeed

Retired Military who completed a degree to change careers and experience a civilian way of life. New hire with a company that is on the opposite coast. He is excited and motivated to get settled in and started.

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Criteria For Success:

Access

Make a play

Complete the task

follow up

reassess

Needs

- housing
- storage
- garage

Wants

- Small apartment with good maintenance
- Garage with door
- Storage unit at the apartment complex
- Nearby social scene

Values

- Qualities that he or she values
- High level planning is an example

Fears

- Unsafe location
- Difficult traffic access
- too far distance to stores

Jack Lucania

age: 43

residence: Waukegan, IL

education: BS in Business Management

occupation: Owner of small local firm

marital status: Married



"We're having trouble getting on our feet"

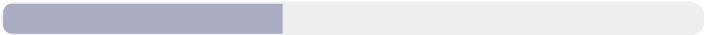
Formerly employed at Abbvie Inc. Opened a bakery 2 years ago and is looking to relocate to an area with higher demand.

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- Knowledge of area
- Fast and efficient move
- Employees available in new location

Needs

- Housing for him and his family
- Two car garage
- Proximity to town

Values

- Hard work
- Entrepreneurship
- Reliable service
- Up-to-date

Wants

- Access to information on consumer demand for baked goods in new location
- Quick and easy move for him and his family

Fears

- Business may fail from lack of customers
- Relocating will lead to more of the same

