

Age: 22, Gender: male, Classification: Senior, Motivation: family, Goal: start a ring-making company with automated assembly line, Tech Experience: none, grew up in a natural environment where most advanced tools

Name: Ben Solo, Age: 25, Gender: male, Classification: Junior, Motivation: rule the galaxy, Goal: finish what his grandfather started, and live up to his legacy, Tech Experience: highly trained fighter pilot and combat specialist

Classification: senior, Motivation: helping others, Goal: start a company that helps teach people programming so they can use tech to solve more people's problems, Tech Experience: moderate social media presence.

Age: 50, Gender: Female, Classification: Returning Students seeking a second degree, Motivation: have her own business, Goal: start a CPA firm, Tech Experience: Intermediate, have some financial background from the

Name: Todd Dickinson, Age: 21, Gender: Male, Motivation: to change the world, Goal: wants to build a software company that can make an impact in society, Tech Experience: very fluent

Classification: Recent graduate Motivation: Make an app for smart auto-planning her schedules Goal: Develop an app that designs a schedule for you Experience: Intermediate

Name: Jonn Jonnson, Age: 21, Gender: male, Classification: junior, Motivation: challenging himself, Goal: start a company that builds robots to help others, Tech Experience: hobby in building / programming for most of his life

Name: Sean Mannion, Age: 22, Gender: Male, Classification: Senior, Motivation: Construction, Goal: Create his own construction business, Experience: Has been working in construction past for 4 years

Forbes, Age: 24, Gender: Female, Classification: Junior, Goal: Develop an app that will show restaurants in the area that will donate portions of every bill to local charities, Tech Experience: Experienced using

Name: James White, Age: 26, Gender: Male, Classification: Graduate, Goal: Create personal training business, Experience: Exercise science degree

Name: Mark Lausch, Age: 24, Gender: Male, Classification: Graduate, Goal: Create a graphic design company targeted at creating logos for companies, Experience: HTML, Javascript, CSS

Name: Jimmy Laptop Age: 21 Gender: Male Classification: College senior Motivation: Make modular laptops Goal: Start a customizable laptop business Experience: IT support.

Name: Marshall Marsh, Age: 22, Gender: Male, Classification: Senior, Goal: Write a series of best-selling novels, Tech Experience: Basic knowledge of Microsoft Office

Name Peter Adams, Age: 22, Gender: Male, Classification: Senior, Motivation: Want to travel around the world, Goal: can be an independent freelancer photographer while traveling, Tech Experience: technological savvy

sales representatives to find doctors that are more likely to prescribe a drug based on their field of medicine and directly interact with them about the drugs that the sales representatives and their companies are

37, Gender: Male, Classification: Adult student, Motivation: to have flexible work hours, Goal: start a home service/remodeling company, Tech Experience: limited knowledge of new technology, but have lots experience on

Gender: Female, Classification: Sophomore, Goal: Start a website that pairs individuals with local flight instructors using personality tests for flying lessons, Tech Experience: General experience,

HMW Notes

How might we
localize the app for
different
countries/regions?

**How
might we
advertise
our app?**

**How
might we
fund the
project?**

How might we
integrate a
social network
in the app?

How might we
design the
layout?

How might we
make this app
applicable for any
sort of
business/plan a user
might be interested
in?

**How might we
make money
from the app?**

**How might we
visually design
the app?**

**How
might we
program
the app?**

**How
might we
handle
support?**

**How
might we
maintain
the app?**

How might we
guide users
through
starting a
business?

How might we
hire staff to
maintain the
app?

How might we sync
the data in the app
with other services
(such as Google
Calendar)

**How might we
provide extra
resources?**

How might we
make the app
accessible
from
anywhere?

How might we
keep users
engaged?

How might we
make the app
fun to use?

How might we
manage user
information
securely?

How might we
network users
with other
entrepreneurs?

How might we
handle
different app
stores?

How might we
handle
different
operating
systems?

How might we
provide
encouragement to
continue using the
app?

How might we
make the app
friendly to
use?

How might we
give users a
walkthrough?

How might we
make the app
usable for
those with
disabilities?

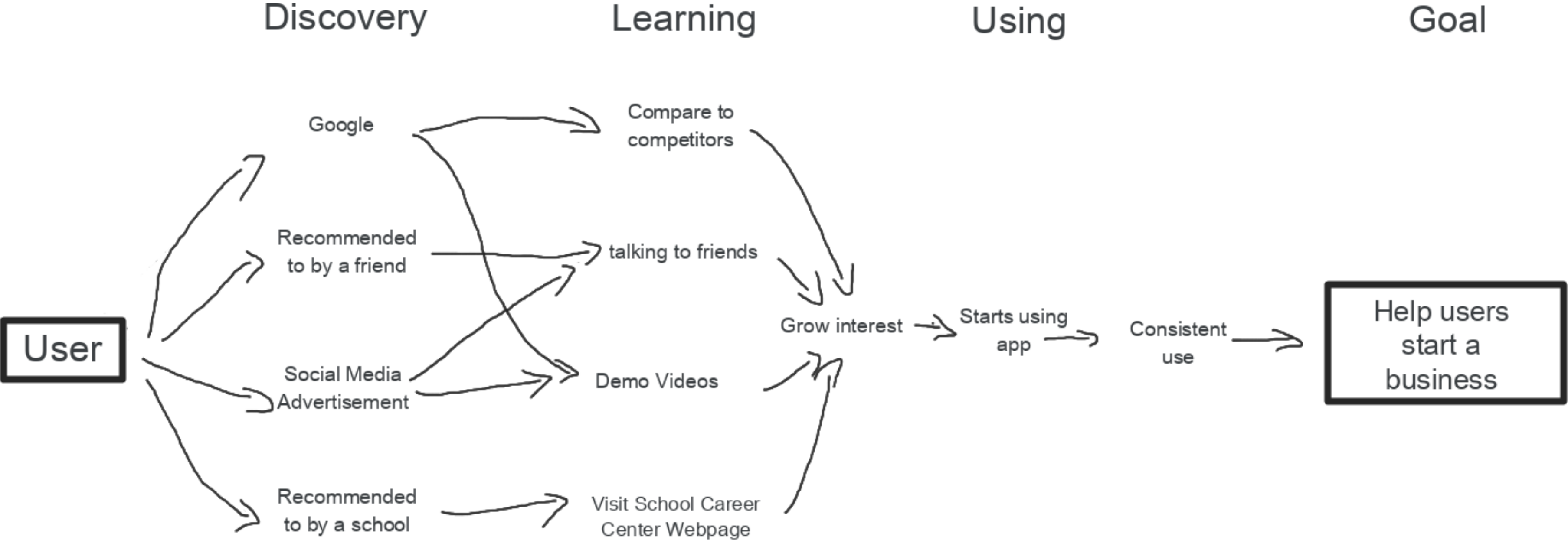
How might we
track user
progress /
preferences /
ideas?

How might we
share success
stories?

How might we
work/interface
with UNCC
Career
Center?

How might we
deal with
complaints?

Map



Map 2

