

Oliver Canyon -by Jonas Kovacs

age: 31

residence: Portland, Oregon

education: High School

occupation: Sells horses

marital status: Single



"Make love, not war"

Oliver loves nature. He sometimes uses technology to connect with others. Connecting with people and animals is his primary form of happiness along with substance abuse.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

In order to feel successful Oliver needs to feel as though his impact on the natural earth is minimal and that he is supporting his fellow planetary inhabitants.

Needs

- to feel as though he's helping others and the planet
- a clean and nature-friendly environment

Values

- environmentalism
- nonviolence
- love

Wants

- world peace
- to go back to the good-old-days (before modern medicine and industrialism)

Fears

- the consequences of the industrial revolution
- big businesses

Meredith Smith

age: 63

residence: Sedona, AZ

education: Homeschooled

occupation: Candle Saleswoman

marital status: Married



"Dr. Fauci is the Devil incarnate."

Meredith lives in a trailer park with her husband, Gregory (82) and goes about her day selling candles. She is an active member in a secret anti vax conspiracies Facebook group. She has a terrible case of bunions from her refusal to wear shoes for the last 42 years.

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SOCIAL NETWORK



Criteria For Success:

An easy to use app that can provide her with thousands of natural remedies for any type of illness.

Needs

- A library of natural remedy recipes
- Low cost ingredients/shipping

Values

- Hates the idea of modern medicine
- Believes God provides us with medicine through nature

Wants

- An easy to use interface
- Quick response time for searches

Fears

- Doctors
- Urban Culture
- Democrats

Tony "The Meat"-by Walker Bowen

age: 54

residence: Myrtle Beach, SC

education: High school

occupation: Garbage Man

marital status: Divorced



"I love hauling trash and not going to the doctor"

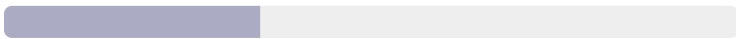
Tony spends most of his day watching cable television. He also spends his time looking at his wheel-less Camaro sitting in his front yard.

Comfort With Technology

INTERNET



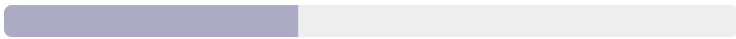
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Tony wants to have an energetic start to his day to help with his trash route.

Needs

- Tony is looking for an app to offer him ways to get natural energy that will not interfere with his already prescribed medication

Values

- Simplicity in the user interface
- easy to acquire the remedies

Wants

- Tony would like some suggestions on what else to take to make him feel %100
- The ability to share his remedies to Facebook

Fears

- Tony fears an impending heart attack due to his excessive meat consumption

karen

age: 47

residence: Chesapeake, Virginia

education: High School

occupation: Hair Dresser

marital status: Married with kid on the way



A quote from to help define their voice and personality.

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Have a healthy family lifestyle

Needs

- A healthy way to nurse the baby she is pregnant with

Values

- Healthy lifestyles choices
- Less pharmaceutical meds

Wants

- Not to use too many pharmaceutical meds while pregnant

Fears

- The baby will come out with birth defects if use of too many meds