

Geezer Gary, by Matt Scott

age: 84

residence: Wilmington, Delaware

education: GED

occupation: Construction Worker

marital status: Married with 3 kids

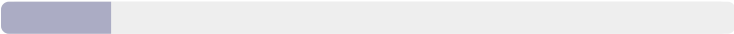


"America BABY!"

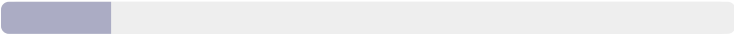
I am now retired but previously worked as a construction worker. I wake up in the morning, drink black coffee to the national anthem then call my kids 3 times a day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

I need to communicate with my children more efficiently, because they live across the country.

Needs

- To be more hip with technology
- To answer emails
- A beer

Values

- Communication
- My wife Nancy

Wants

- To talk to my kids more
- To go golfing

Fears

- Fall out of touch with my children
- Miss important emails
- Miss my grandkids' birthdays

Gregory Allen, by Ronald Faust

age: 35

residence: New York

education: Bachelors in English

occupation: Novelist

marital status: Married with kids



"When inspiration strikes I want to get my ideas on paper ASAP"

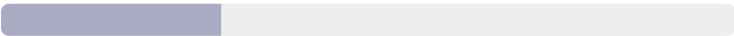
Spends a lot of time with his family and taking care of his kids, but when he has free time it is spent pretty evenly between reading and writing.

Comfort With Technology

INTERNET



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MOBILE APPS



SOCIAL NETWORK



Needs

- To make sufficient progress on current novel to appease publisher
- To take care of his children when his wife cannot

Values

- Family
- Free expression

Criteria For Success:

To write a book that impacts someone's life.

Wants

- To read all of the highest regarded novels that are out there
- To maximize efficiency when writing his books

Fears

- Getting too caught up in his work to spend sufficient time with family
- Frogs or Toads, he's not sure which



Tifa Turner, by Samuel Whidden

age: 17

residence: Milwaukee, Wisconsin

education: Majoring in Data Structures at Franklin University (FU)

occupation: Works at 23 Skidoo

marital status: Single



"What can I say? I love solving problems but I hate Scooby-Doo."

Bad sleep schedule, will stay up late doing math for fun.

Comfort With Technology

INTERNET



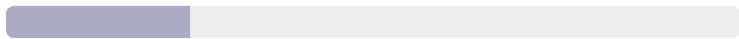
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A good degree, a rewarding job and maybe a partner farther down the line.

Needs

- Problems to solve (Math, Programming, etc)
- Time to refine her skills
- Then maybe food, air and sleep

Values

- Intelligence
- Skill in Music

Wants

- Delicious Wendy's
- VR Videogames
- Fast computers

Fears

- Not being the best
- Losing ability to solve problems
- Not getting straight-A's

Timmy Jones, by Jason Bell

age: 7

residence: Los Angeles, CA

education: Elementary School

occupation: Kid

marital status: Single



"Must be the best in class"

Timmy Jones is a kid, so he has all of the time in the world to practice his skills. He beyond motivated to win ice cream at the end of the school year for being for the best typer in his class. He enjoys learning but really his motivation only lies on winning.

Comfort With Technology

INTERNET



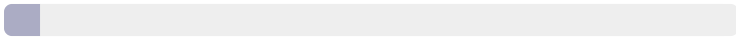
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Timmy needs to get a A in his classes for his mom

Values

- Ice cream
- Bragging Rights

Criteria For Success:

Timmy is a winner so, in order to feel successful he must be the best in his class in every category

Wants

- Wants to be the fastest typer in his class, so he can win the ice cream prize at the end of the year

Fears

- Timmy is scared of failing his typing class
- Timmy is scared of losing his ice cream prize