

# "Destiny Johnson, by Blake Braxton"

age: 21

residence: North Carolina

education: High School Diploma

occupation: Teacher kindergarten

marital status: Single



*"Don't judge a book by its cover"*

Destiny wakes up at 5:30 am to get ready for work. At 6:40 she is normally in her classroom eating breakfast. 5 pm she is off the clock for the day. She stops by and grabs dinner or either head directly home for the night.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

To feel successful at the end of the day, she likes to have her classroom paperwork all graded and to have had at least 3 bottles of water.

## Needs

- Destiny needs are being able to teach the content she needs for the day in her classroom. She has a certain time's that each subject needs to be taught to her students.
- The exhausted kindergarten teacher needs each student to also keep on a face mask while sitting in class and at playtime.
- Destiny also needs something like a checklist for possible COVID symptoms.

## Values

- Destiny values being able to get the planning done for the next week on Wednesdays while the class is down for a nap.
- Planning is lessons, games, activities, and classwork print out's! Planning ahead keeps her from doing it over the weekend or Sunday night.

## Wants

- She wants to be able to get in and out of a whole lesson without stopping to approach children that aren't paying any attention.
- For each student to have the supplies they need is also something destiny wants.
- Destiny has a mess to clean up every day after playtime. She would like the children to be able to put the toys back as they found them every day after playtime.

## Fears

- Destiny says she fears nothing at night. She prays every night before bed and it helps her sleep just fine.

# Alvin Smith

age: 22

residence: Columbia, SC

education: Some College

occupation: Student

marital status: Single



*Push yourself, because no one is going to do it for you.*

A 22 year old senior at the University of South Carolina graduating in May 2022. I am currently an Information Technology Intern at Amazon.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Capability.  
Opportunity.  
Willingness.

## Needs

- Subsistence, Understanding and growth, Connection and love, Contribution, Esteem and Identity, Self-governance, Significance and purpose

## Values

- Dependability, Reliability, Loyalty, Honesty, Efficiency

## Wants

- Created an app as a hobby.
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## Fears

- Acrophobia, Arachnophobia, Entomophobia, Ophidiophobia, Zoophobia.

# Jack Ruane

age: 19

residence: Philadelphia

education: PhD in Philosophy Doctrates

occupation: CEO of Rent A Chicken

marital status: Single

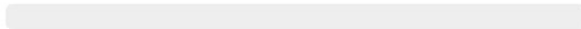


*"Small breasts are best for the long haul." — Norman Rush, Mortals*

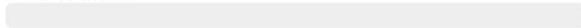
I love to read books.

## Comfort With Technology

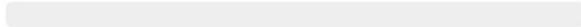
INTERNET



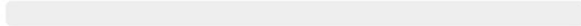
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Money.

## Needs

- Money.

## Values

- Money.

## Wants

- Money.

## Fears

- No Money.

# Bill Thorton by Larry Gunter

age: 38

residence: Columbia, SC

education: Master's

occupation: Financial Planner

marital status: Married



Bill is currently 38 years old and lives in Columbia, SC. He is married and has two children under the age of 10. In addition to this, he currently works in financial planning at a firm in downtown Columbia.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Quick access to pertinent information
- Reliable information on the location of testing centers

## Values

- Privacy
- Accuracy of information presented to him

## Criteria For Success:

In order for Bill to use the service, he only needs two things. First, he needs the location of the testing centers, so he can easily locate them. Second, he needs up-to-date information about where the centers are, and the wait time associated with each.

## Wants

- Easy to use user interface
- Simple and easily understandable design
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## Fears

- Lack of privacy
- Disclosure of his information to third parties