

## John - made by Julia

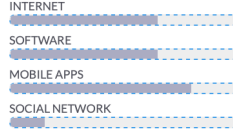
age: 39  
residence: South Carolina  
education: College Degree  
occupation: History Teacher  
marital status: Married, with kids



"dinner is better when we cook together"

John spends his days at a high school teaching grades 11-12. He then comes home to his kids and wife where he grades papers and checks his emails regularly assisting his students. John then caters to his wife and kids and loves making dinner for the family. He saves his weekends to get stuff done outside of work. Overall he is living on a very busy schedule.

### Comfort With Technology



### Criteria For Success:

John likes to be productive and efficient when getting stuff done. He feels accomplished when he uses good time management.

### Needs

- Eat healthy
- Never miss work

### Wants

- Make his family happy
- Follow his daily schedules

### Values

- Family time
- Including everyone

### Fears

- Falling behind on work
- Cooking a bad meal

MOBILITY LABS

## Pouti Portia- made by Willyum

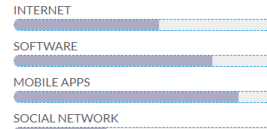
age: 30  
residence: New Jersey  
education: bachelors  
occupation: works at a corporation  
marital status: single with kids



"staying still is not moving, and moving forward is progression"

works as a higher up in a company from 9-7 most of the week, loves her kids but she always have a busy schedule, tech savvy but doesn't have a degree related to computer science.

### Comfort With Technology



### Criteria For Success:

being able to stay on schedule

### Needs

- the ability to efficiently be able to do a task
- an application that wont be tedious to use

### Wants

- simple to use application
- something will help her be able to maximize her time

### Values

- high level of planning
- staying on schedule

### Fears

- failure
- being late or behind on work

## James Jamie Jamiston - Made by Chris

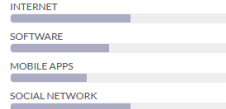
age: 36  
residence: Jamestown, Virginia  
education: Bachelor of Business Administration  
occupation: Project Lead @ Jamestown Technologies  
marital status: Married with kids



This is taking too long...

James is the leader of a small tech group in Jamestown. While he is mildly familiar with computers and their intricacies, he occasionally finds himself struggling to use more in-depth apps. Loves spending time with his family and dislikes menial tasks.

### Comfort With Technology



### Criteria For Success:

Managing a good work-life balance and enjoying time with family

### Needs

- Ways to develop a good work-life balance
- A way to help optimize his time
- Easy to use/understand ways to learn how to optimize time

### Wants

- Easier ways to get groceries
- Ways to spend more time with family
- To spend less money on groceries when possible
- Something that is easy to use and understand

### Values

- Loves his family
- Dislikes doing chores
- Likes optimizing his time and using it efficiently

### Fears

- Not spending enough time with his family and being a poor father

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