Charlie Stevens

age: **20**

residence: **Los Angeles**

education: **Highschool Diploma**

occupation: **Fast Food employee**

marital status: **Single**

"Striving for success without hard work is like trying to harvest where you haven't planted." — David Bly

Charlie has a very good work ethic and dreams of one day becoming a physical therapist. His job and his major are very time consuming and often hold him back in school.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Charlie works very in school. He assesses his success based on how well he does in his classes. He is also very motivated towards his career, and works very hard to accomplish his goals.

Needs

- Charlie needs to work to pay for his apartment
- Charlie needs more time for homework and studying (his major and his job are very time consuming)

Wants

- Charlie wishes to finish college and graduate with a doctorate degree in physical therapy
- He then wants to then find a steady job in this field
- Charlie wishes to one day open up his own firm and run a buisness

Values

- Schoolwork
- Family
- Success

Fears

- Failure
- Bad grades

Gregory R. Paulsen

age: 17
residence: New York, NY
education: None
occupation: Retail
marital status: Single

"If you want something, work at it"

Gregory lives with his mom in a small apartment that he helps pay for. Whenever he is not working, Gregory is studying hard because he is determined to go to college.

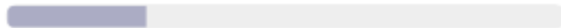## Comfort With Technology

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Criteria For Success:

Good grades in school for a path out of blue-collar jobs for independence and stability, while helping out his mom with the bills.

Needs
- To balance work, school, and life
- To study more effectively
- To save for college

Wants
- More time to work on homework
- More time to hang out with friends

Values
- Education
- Family
- Friends

Fears
- Not making it to college
- Unemployment
- Wasting time

London Rider, by Will Rashley

age: 32
residence: Boston, Massachusetts
education: Master's Degree
occupation: High School English Teacher
marital status: Married

"Study without desire spoils the memory, and it retains nothing that it takes in." ~ Leonardo DaVinci

London enjoys spending her days preparing lesson plans for her students, reading, grading, and writing essays, cooking, taking care of her children, and reading in her free time.
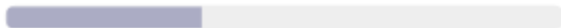
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Criteria For Success:

London evaluates her success based on her student's happiness with her class, the information she's able to teach students, and how well she is able to express complex educational topics.

Needs

- London needs to feel like the things she's saying are being heard and understood.
- To review concepts frequently to ensure she understands it.

Wants

- To be the best version of herself.
- To eventually become a college professor with tenure.
- To read and annotate the Harry Potter series.

Values

- Deeper meaning.
- Her alone time.
- learning.

Fears

- Failure.
- Dementia.
- Blindness.

Mary-Joe Mercer

age: **65**

residence: **Roger Hills, Oklahoma**

education: **Associate's Degree**

occupation: **Realtor**

marital status: **Married with 3 kids**

"One of the most difficult things to give away is kindness, it usually comes back to you."
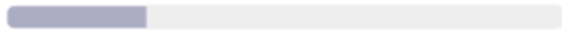
Mary-Joe is very dedicated to her work as a realtor. She finds joy in helping others search for their "dream house", but most importantly, she loves spending time with her husband, her children, and her grand children.
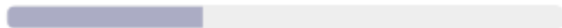
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Criteria For Success:

Mary-Joe believes that success lies within the relationships formed with others and in the impact one makes in the lives of those around him/her.

Needs

- assistance with technology
- to balance family time with work time

Wants

- time to read more books
- to spend more time with her children
- to have enough money saved for retirement

Values

- Quality Time
- Hard Work
- Charitable Giving

Fears

- Injury
- Vision Problems