

Walter Malone

age: 55+

residence: Florida, United States

education: M.B.A.

occupation: Retiree

marital status: Married, 2 Children



"I want a way to leave the world better than I found it."

Walter spends his newly found free time participating in outdoor activities, like cycling and swimming. While at home, he keeps up with current events through his newspapers and Facebook. Active in the local community.

Comfort With Technology

INTERNET



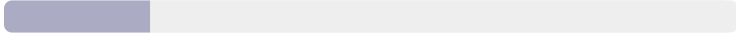
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

The ability to successfully navigate a new mobile app with ease.

Needs

- Easily accessible interface
- Verification of charities to combat scams
- In-depth information concerning events

Values

- Cleanliness
- Integrity

Wants

- The ability to create and organize fundraisers in the app

Fears

- Not having an impact on the world
- Humanity losing empathy

Younger Person

age: 18-45

residence: United States

education: Highschool, College Degree, No Education

occupation: Unemployed or Employed

marital status: Insignificant



Life is great!

Could be going to school and working part time jobs, or unemployed. If on the older half, could be working a full time job and have a family.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Relevancy on current crisis

Values

- Updates on how their money is being used after donation

Criteria For Success:

Using money to fund current and relevant crisis going on.

Wants

- To fund those current crisis

Fears

- Their money could be used with ill intent