

Michael Pierce By Rhaynie Bongiorno

age: 21

residence: Cary, NC

education: BA Media Arts

occupation: Intern at Epic Games

marital status: Single



"Quiet people have the loudest minds."

Michael is a very introverted person. He spends a lot of his free time working on his personal projects, whether it be his art or his indie games. He also spends time playing games online with his small circle of friends. During the week, he works as a paid intern for Epic Games, working under a graphic artist. His ultimate goal is to be able to create art for games, whether they be popular or in the indie scene.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Michael requires a tight schedule with intermediate goals in order to stay on top of deadlines.

Needs

- A clear and easy to use graphical interface
- timers and reminders
- Good Accessibility Features (Text size, color blind mode, text to speech)
- Non intrusive environment (no pop ups or intrusive ads)

Values

- Attention to detail
- Good art direction
- Independence
- Peace and quiet

Wants

- Attention grabbing artwork
- Dark Mode
- High customizability

Fears

- Michael often focuses on one thing for hours and loses track of time
- Michael is a heavy procrastinator, and often worries about not getting his work in on time

James Lee by Joseph Lenski

age: 19

residence: Columbia, SC

education: Student at the University of South Carolina

occupation: Student

marital status: Single



"Work smarter not harder"

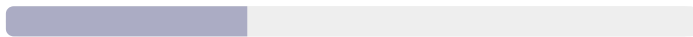
James is a business student at the University of South Carolina. In his free time, James likes to play the guitar and play basketball. James is a good student, but can be forgetful at times, and has forgotten to finish several of his assignments on time.

Comfort With Technology

INTERNET



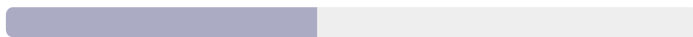
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

An organized schedule

Needs

- Needs reminders for exam dates and due dates
- Needs a schedule containing important events

Values

- Simplicity
- Visually appealing interface

Wants

- Wants a simple, easy to use interface, as they are not very experienced with technology and mobile apps.

Fears

- Forgetting about due dates
- Being late for exams

Ava by Ke'Shunna Morton

age: 23

residence: Charleston, SC

education: B.S.E Aerospace Engineering

occupation: Aircraft Designer

marital status: Single



"Engineers turn dreams into reality"

She likes to start her day of with 5:30 workout. After her workout, she likes shower from 6:00- 6:15. From 6:20-7:05, she reads a book and drink her morning cup of coffee. She gets dressed at 7:10 then leave for work at 7:45. She likes to arrive at work by 8:00. After work, she enjoys hanging out with her family and friends. She is a part time student working towards getting her masters.

Comfort With Technology

INTERNET



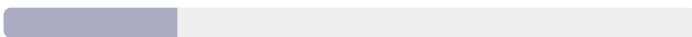
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She needs to earn her masters degree in order to feel successful. She needs to get a higher position at her job.

Needs

- She needs to be challenged
- She needs a set schedule
- She needs reminders just in case

Values

- Hard work
- Honesty
- Dependability
- Growth

Wants

- She wants to be on time
- She wants to be successful
- She wants to earn her masters

Fears

- She is afraid of not achieving her goals
- Not being on time
- Disappointing her family
- Being a failure

Midori Yuki by Jason Querubin

age: 18

residence: California

education: High school

occupation: College Student

marital status: Single



"We work for the right to work."

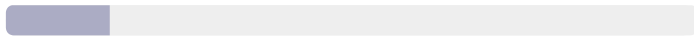
Midori is an honor student pursuing a finance degree. She graduated at the top of her class and had participated in multiple organizations and volunteered occasionally. Her life was hectic between all the personal obligations and personal studying for college. Midori had a complex system in place to keep track of all her activities, but inevitably had some schedule conflicts along the way. Overall, she has spent a minimum of two hours of studying per class and participated in at least two clubs weekly. Additionally, she volunteers on weekends and sporadically exercises. Unfortunately, her social life has suffered outside of school due to the workload.

Comfort With Technology

INTERNET



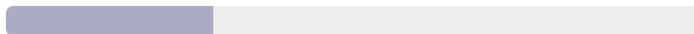
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Method to manage everything in her life
- Basic needs

Values

- Hard work
- Well thought out actions

Criteria For Success:

Good grades and meaningful accomplishments.

Wants

- Friends
- More time for leisure
- Make time for yoga

Fears

- Failing in university
- Losing a scholarship
- Disappointing family