Cindy Lou

age: 46
residence: Main Street, USA
education: Bachelors in Nursing
occupation: School Nurse
marital status: Married, single, with kids, without

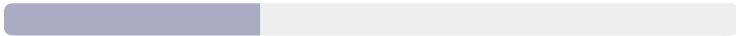*A quote from to help define their voice and personality.*

Former trauma nurse that became a school nurse for less stress. Has been in the school system for fifteen years. Quick thinker and loved by many as she cares for the four hundred students enrolled at the school.
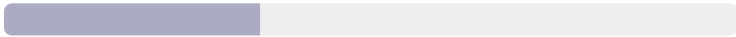
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Providing students with a safe environment while tending to their ailments.

Needs

- An application that identifies a variety of color-blindness

Wants

- Easy to use
- Immediate data
- Hassle free

Values

- Test accurately reports data
- Easy to use for students of all ages.
-

Fears

- Too complex of an application.
- Not being able to trouble-shoot an issue.

MOBILITY LABS

Joan Perez

age: 26
residence: Charlotte, NC
education: Bachelors Degree
occupation: Teacher
marital status: Single | No children

My students come first in everything I do.

Joan is a new teacher, having recently gotten her certification from a teacher placement agency. She is in her second year of teaching Art now, starting to get the hang of things more, but also now realizing how color blindness is affecting students. She wants to start testing students for colorblindness but also does not know how to go about it.

Comfort With Technology

INTERNET

SOFTWARE

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SOCIAL NETWORK

Criteria For Success:
To see all of her students grow throughout their grade levels.

Needs
- Confidence level of student's ability to identify color
- Test that can accurately identify if a student is color deficiency.

Wants
- Game style test to keep students engaged
- Ability to track students process while taking the test.
-

Values
- Student success
- ability to match clothing for students
- Products that easily fit into her current workflow

Fears
- A system that is too complex for younger students to operate.
- The program gives false results.
- System is not engaging for younger student.

MOBILITY LABS