# Negative Nancy, created by Krusang Patel

age: 24

residence: New York, New York

education: PhD in Neurology

occupation: Unemployed

marital status: It's complicated



## " I wish I had a job"

Nancy is a humble woman from New York who is unemployed. The primary reason for her being unemployed is that she spent most of her time partying through school. She is an alcoholic that enjoys spending time with her pets and likes to cook once or twice a year.

### **Comfort With Technology**

INTERNET

**SOFTWARE** 

**MOBILE APPS** 

**SOCIAL NETWORK** 

### **Criteria For Success:**

Not being broke Getting a better job Not being an alcoholic

### Needs

- To find a man
- Get her life together
- Less time spent at grocery store

### **Values**

- Alcohol
- Time
- Money

### **Wants**

- Money
- Alcohol
- Food

- Flying spaghetti monster
- Spiders
- Not being able to drink for period greater than 4 hours



## Desperate Joel - Created by Kaleb Bah

age: 20

residence: San Diego, California

education: High School

occupation: Instacart Driver

marital status: has a new girlfriend



### "No time to waste"

Joel recently dropped out of College after he figured out that he had missed the entire first semester of classes due to partying too frequently. Previously working a 9-5, he felt the job was "demeaning" and "wasn't worth the time" so Joel started working Instacart to pay back the tuition his parents wasted on his education; truly considering this a better alternative for making money.

### **Comfort With Technology**

INTERNET

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### Criteria For Success:

Joel finds validation in making quick money Seeing his checking account change everyday

### Needs

- Low traffic
- Short checkout lines
- Time reasonable shopping
- Which store will have everything he needs
- His parents to get off his back

### Values

- Food
- A good Pledge
- Financial Security

### Wants

- People to pickup groceries in one trip when he gets to their location.
- Being efficient about shopping so he'll complete more orders and make more money

- Parental backlash
- Wasting alcohol



## Betty Smith; created by Brent Hopkins

age: 65

residence: Boston Massachuetts

education: Associate of arts

occupation: Retired marital status: Married



### "I can never remember where things are in these massive stores"

Betty is retired and living with her husband in their family home just outside of Boston. She spends the majority of her time gardening with her husband but enjoys cooking a meal for her daughter and grand kids every month.

### **Comfort With Technology**

INTERNET

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MOBILE APPS

SOCIAL NETWORK

### **Criteria For Success:**

complete her shopping as fast as possible so she can spend more time with her family

#### Needs

- simple and intuitive UI
- accessibility options
- the ability to find items quickly

### **Values**

- family
- respect
- timeliness

#### Wants

- share her shopping list online with her daughter
- an easy way to find coupons for items on her shopping list

- snakes
- heights
- · the unstoppable marching of time



## Joe Graves- Created by Mason Loeb

age: 28

residence: Chicago Illinois

education: 4 year College Undergrad

occupation: Stock Broker

marital status: Single



### "Time is money and I got none to waste."

Walks around with an ear piece in his ear. Enjoys driving his Lincoln around the city just to get parking tickets everywhere he parks. Constantly on calls and going into the office. His whole day is a commute.

### Comfort With Technology

**INTERNET** 

**SOFTWARE** 

**MOBILE APPS** 

**SOCIAL NETWORK** 

Wants

- Quick service wherever he goes
- To get his life together
- · To find a girlfriend

### **Values**

Needs

- Money
- Time
- Drugs
- Alcohol

- To be the Wolf of Wall Street
- To make money

**Criteria For Success:** 

Having tons of money

Getting what he wants

Looking better than everyone else

- To get home early after work
- To not eat Chinese food every night

- · What if he doesn't make a sale
- What is he going to eat for dinner
- · Chinese food in apartment fridge is still there

