

Brittany Li - Nathanael Tiffany

age: 23

residence: Salem, Oregon

education: Fashion Degree from University of Southern California

occupation: Designer/Model for her own brand UniPOP

marital status: Single, 1 child



"Adapt what is useful, reject what is useless, and add what is specifically your own." - Bruce Lee

Loves to start the day with a large coffee and bringing her little boy to school, then gets started on her most recent idea in her designs, after that she may browse social media or the internet for some inspiration. Finally, if needed, she proceeds to model her most recent designs for their advertisements. At the end of the day, she finally gets to

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Having others become happy due to her work, and she feels most successful when those people tell her that

Needs

- Social Media
- Scheduling/Reminder App
- Nanny to help with child

Values

- Cleanliness
- Fast Service
- Attentiveness

Wants

- Healthier Diet
- Time to go get nails and hair done

Fears

- Forgetting a deadline
- Ignoring her child accidentally

Brad Chadman - JJ Tupacz

age: 24

residence: ND, Parshall

education: BS in Computer Science from North Dakota State University

occupation: Parshall High School IT Department

marital status: Single



"With drive and a bit of talent, you can move mountains" -Dwayne Johnson

Starts the day off with a shower and shows up to school ready to fix another laptop someone broke yesterday.

Comfort With Technology

INTERNET



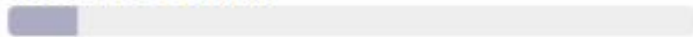
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

An environment where he can help others succeed with their gains

Needs

- Food
- Protein
- Gym time
- More protein

Wants

- Gains

Values

- Personal Motivation
- Muscles
- Compassion

Fears

- Loss of gains
- Not going to the Gym



Joan Perez - Lou Murphy

age: 26

residence: Charlotte, NC

education: BA in Elementary Education from UNC Charlotte

occupation: Teacher

marital status: Single | No children



My students come first in everything I do.

Joan is in her second year of teaching now, starting to get the hang of things more, but struggles with managing her time.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To see all of her students improve.

Needs

- Meseasurable impact
- To have project self manage

Values

- Student growth
- Time savings
- Good food

Wants

- Something that doesn't take long to setup
- Something that is easy to use

Fears

- Cutting into already sparse free time
- Starting something that isn't sustainable