

# Gregory Allen

age: 35

residence: New York, NY

education: Bachelors in English

occupation: Novelist

marital status: Married with Kids



*"When inspiration strikes I want to get my ideas on paper ASAP"*

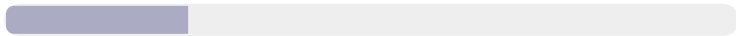
Spends a lot of time with his family and taking care of his kids, but when he has free time it is spent pretty evenly between reading and writing.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

To write a book that impacts someone's life.

## Needs

- To make sufficient progress on current novel to appease publisher
- To take care of his children when his wife cannot

## Values

- Family
- Free expression

## Wants

- To read all of the highest regarded novels that are out there
- To maximize efficiency when writing his books

## Fears

- Getting too caught up in his work to spend sufficient time with family
- Frogs or Toads, he's not sure which

# Geezer Gary - by Matt Scott

age: 84

residence: Wilmington, Delaware

education: GED

occupation: Construction Worker

marital status: Married with 3 kids



*"America BABY!"*

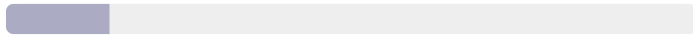
I am now retired but previously worked as a construction worker. I wake up in the morning drink black coffee to the national anthem then call my kids 3 times a day.

## Comfort With Technology

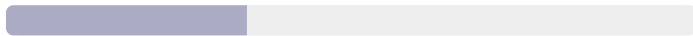
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- More hip with technology
- To answer emails
- A beer

## Values

- Communication
- My wife Nancy

## Criteria For Success:

I need to communicate with my children more efficiently, because they live across the country.

## Wants

- Want to talk to my kids more
- To go golfing

## Fears

- Fall out of touch with my children
- Miss important emails
- Miss my grandkids birthdays

# Tifa Turner

age: 17

residence: Milwaukee, Wisconsin

education: Majoring in Data Structures at Franklin University (FU)

occupation: Works at 23 Skadoo

marital status: Single



*"What can I say? I love solving problems but I hate Scooby-Doo."*

Bad sleep schedule, will stay up late doing math for fun.

## Comfort With Technology

INTERNET



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MOBILE APPS



SOCIAL NETWORK



## Needs

- Problems to solve (Math, Programming, etc)
- Time to refine her skills
- Then maybe food, air and sleep

## Values

- Intelligence
- Skill in Music

## Criteria For Success:

A good degree, a rewarding job and maybe a partner farther down the line.

## Wants

- Delicious Wendy's
- VR Videogames
- Fast computers

## Fears

- Not being the best
- Losing ability to solve problems
- Not getting straight-A's

# Timmy Jones

age: 7

residence: Los Angles, CA

education: Elementary Schoool

occupation: Kid

marital status: Single

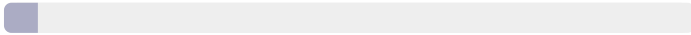


*"Must be the best in class"*

Timmy Jones is a kid, so he has all of the time in the world to practice his skills. He beyond motivated to win ice cream at the end of the school year for being for the best typer in his class. He enjoys learning but really his motivation only lies on winning.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Timmy needs to get a A in his classes for his mom

## Values

- Ice cream
- Bragging Rights

## Criteria For Success:

Timmy is a winner so, in order to feel successful he must be the best in his class in every category

## Wants

- Wants to be the fastest typer in his class, so he can win the ice cream prize at the end of the year

## Fears

- Timmy is scared of failing his typing class
- Timmy is scared of losing his ice cream prize