

# Barbara Cathy

age: 48

residence: Maryland

education: Earned BA in English at Syracuse

occupation: English teacher

marital status: Married with kids

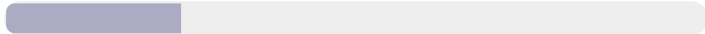


*"You cannot change what you are, only what you do."*

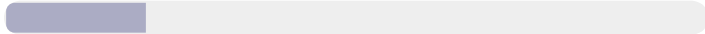
I start my day by drinking a cup of coffee before I head to school and teach my students. I end the day by going home to my husband and our dogs.

## Comfort With Technology

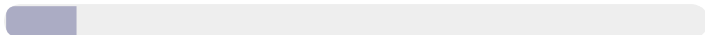
### INTERNET



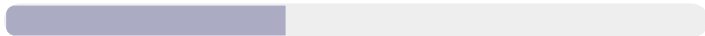
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Opportunities to grow leadership, knowledge and wisdom

## Needs

- Patience
- Help setting up my resume
- A clean working space

## Wants

- Better classroom
- More students

## Values

- Honesty
- Compassion
- Commitment

## Fears

- I am not good with cell phones but my kids primary source of electronics are phones so I fear I won't be able to contact them for assistance if needed.



# Sophia Harris

age: 32

residence: Los Angeles, California

education: Bachelors of Science in Finance

occupation: Real Estate Agent

marital status: Married with kids



*"Always smile because you are making it."*

My day starts off with breakfast and my kids. I spend the rest of my mornings and afternoon at work. Then the evenings I spend with my husband and kids. On weekends I am out with the girls.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- A bigger house
- Bigger Clientele

## Values

- Spending time with my family
- Attending church
- Having girls night-out

## Criteria For Success:

Being able to stand for something and not fall for anything.

## Wants

- Easier way to check into conferences
- Better office decorations

## Fears

- Not being able to sell as many houses due to the covid-19
- Having to start over from the beginning because of an unexpected crash in the market

# Jake Meyer

age: 21

residence: Maryland

education: High School Diploma. Working to earn bachelor's degree.

occupation: Student/Waiter at restaurant near college

marital status: Single



*"Just trying to fulfill my passion in an efficient way"*

I start my day by going to the gym, then attending class. I finish my day by working and I like to have fun on the weekends.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Many opportunities that help me learn and better myself.

## Needs

- Work on software capabilities
- Meet individuals with similar interests
- Build up resume

## Wants

- To find a job soon after college related to my major
- To attend career events that go smoothly

## Values

- Working hard
- Smart, understanding & fun people

## Fears

- I won't be able to put myself out there in the workforce due to the corona virus and limited events/functions



# Roger Smith

age: 67

residence: Massachusetts

education: Earned his BA of Business at Boston University

occupation: Owner of small paper company

marital status: Married with kids



*"Trying to grow my paper company"*

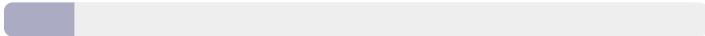
Start the day cooking breakfast with my wife, then working with my son to sell paper to local businesses.

## Comfort With Technology

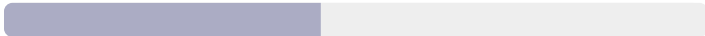
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Opportunities to grow skills, knowledge, and business.

## Needs

- Motivated salesmen
- More clients
- Better knowledge of new technology

## Values

- Honesty
- Passion
- Smart workers

## Wants

- Better office
- Easy ways to find new employees

## Fears

- I won't be able to find new employees/clients due to my limited knowledge of technology



