Reynold Bryan

age: 23
residence: Tulsa, Oklahoma
education: Bachelor's Degree of Computer Science
occupation: Software Engineer
marital status: Single

I'm not sure how the code works but it does

Reynold likes to utilize strict guidelines on projects and would prefer if they were provided as he feels it allows for a more desired result.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Freedom in the Workplace
Option for Virtual Working
Tight-knit community

Needs

- To be involved within the backend aspects of the project
- Strict guidelines and rules to follow for each project

Wants

- Creating something that will help someone in the future
- To be apart of something innovative

Values

- High Quality Communication
-

Fears

- Not creating an impact
- Making a failure of a project

MOBILITY LABS

Barry Westcott

age: 41
residence: New York City, New York
education: Bachelor of Business Administration
occupation: Business Owner
marital status: Married

Time is truly as valuable as Money

Sean believes that time is just as valuable as money, so he wastes no time when it comes to his businesses, he multitasks at any given point to maximize efficiently.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Loyal employees
Trust

Needs

- Tangible results
- Connections

Wants

- To start small
- See Results before investing anymore time and money

Values

- Connections
- Efficiency
- Results

Fears

- Failure
- Wasting money
- Wasting time

MOBILITY LABS

Morley Norwood

age: 22

residence: Washington, DC

education: Bachelor Degree of Fine Art (BFA)

occupation: Designer

marital status: Married

I love this idea, and I can't wait to test it with our customers!

Morely likes to focus heavily on one aspect of a project, and appreciates his vendors handling the other responsibilities. He prefers to use existing best practices before inventing new paradigms.
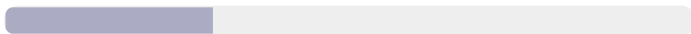
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

Needs

- Excellent User Experience
- To be involved in the Design Process

Wants

- Trendy UI
- To see User feedback before any major decision

Values

- Detailed communication
- Well rounded style guide
- Decisions backed up by user research

Fears

- Disappointing Users
- Producing a bad product

MOBILITY LABS