

# Reagan Gooch

age: 23

residence: Conway, South Carolina

education: in law school

occupation: part-time paid internship

marital status: Single



*"I love to talk and argue the facts!"*

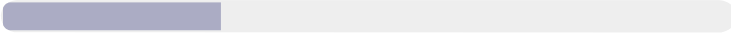
Is always studying and practicing for her classes, rarely has any free time between school and work.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

making the best grades possible, catching on quickly, and winning debates and mock trials.

## Needs

- quick and efficient study tool
- ways to memorize and learn closing techniques

## Wants

- clean and easy to read design
- simplistic and to the point
- ability to return to old projects

## Values

- efficiency
- organization
- easy access

## Fears

- failure to learn needed facts and material
- failure to win a case



# James Henry

age: 43

residence: NY

education: Bachelors in Buisness

occupation: CEO of Hemingway Corp

marital status: Married



*"Failure is not the opposite of success, its part of success"*

James spends his days giving motivational speeches and little inspirational quotes to make sure his employees are loving their job and working hard

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## Needs

- Hard working employees
- Support from family and business partners
- A way to memorize all of his speeches in less time

## Values

- High Level Planning
- Self Motivation

## Criteria For Success:

He feels that businesses only succeed if the employees are loving what they do

## Wants

- Someone he can trust to keep his business running after he retires

## Fears

- Business Partners becoming greedy
- Being betrayed

# Inez Johnson

age: 75

residence: CA

education: University of California Alumni

occupation: City Council Political Member

marital status: Married with 2 kids and 4 grandchildren



*We must work hard today so that tomorrow, our kids will prosper*

Spends most of her days working with the community where she can

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## Needs

- The welfare of the people of her city
- Making sure she spoils her grandchildren

## Values

- People that tell the truth
- Respect from younger people
- Hard working adults

## Criteria For Success:

Only wants to make people happy

## Wants

- To leave all her belongings to her favorite child
- To make her city better than the rest of California

## Fears

- She will not be able to make a difference in her old age

# Phoenix Main

age: 23

residence: CA

education: BA Theatrics

occupation: Actor

marital status: Single



*"All the world's a stage."*

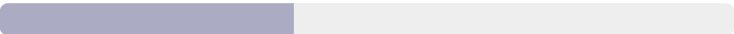
Busy all day, between work calls, rehearsing, and my personal life

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MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Correct memorization of lines, in an easy and reliable fashion.

## Needs

- An efficient way to rehearse lines
- A practical way to save scripts

## Values

- Respect
- Popularity
- Credibility

## Wants

- An easy to navigate design
- The ability to share things with others

## Fears

- Being unprepared
- Embarrassment

