

Frank Sellers

age: 19

residence: Washington, DC

education: High School

occupation: Student at Georgetown University

marital status: Single | No children



Time is the longest distance between two places

Sean is juggling many projects and priorities with school. He does not own a car so he must use public transportation. Some days he arrives late to class due to not knowing how he will get the class.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

When a he arrives on time at school without spending a lot of money.

Needs

- To have reliable transportation

Wants

- A ride to school
- See cost of transportation

Values

- Detailed planning
- Safe transportation
- Saving money

Fears

- Failing his class
- Wasting money

Barry

age: 20-40

residence: New York City, New York

education: Bachelor of Arts

occupation: Travel Photographer

marital status: Single



"What is happening, I don't even know anymore."

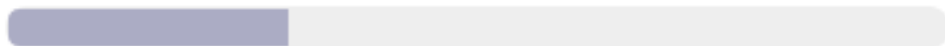
Every day it seems like Barry wakes up in a new place. He is always on time for work and unfamiliar with the place where he is and doesn't have time to rent a car or research the optimal travel routes.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Stress-free without having to worry about getting somewhere late. Access to all sorts of public amenities in big cities and calm public places to work in.

Needs

- Rides to work
- Public transport
- Guides to whichever city or state they are in
- Maps

Values

- Easy to use interface
- Coordination and organization
- Location of where everything is

Wants

- Maps that show optimal travel routes
- A girlfriend
- Color-coded travel routes
- Safe and secure ride sharing

Fears

- A very unorganized interface
- Girls
- Spending too much money on transport
- Getting to work late
- Not knowing where they are

Your Logo Here

Todd Johnston

age: 36

residence: Buttzville, New Jersey

education: Masters Degree at Penn State University

occupation: Owner of Hot Dog Johnny's

marital status: Married with kids



"Everything worth doing is worth overdoing"

I wake up at 5:03 a.m. every morning after exactly 7 hours of sleep without an alarm clock, always rising before the sun. I then spend a few hours toying around with the concept of the perfect hot dog, in an attempt to be named #1 in America, surpassing even Rutt's Hutt. After concluding my session, at about 8 I hit the gym, and when I come back, I say good morning to my wife and kids who have woken up at some point while I was gone.

After showering, it is about 10 o'clock when I grab myself some lunch and practice some chess against a supercomputer, sharpening my multitasking skills as well as strengthening my mind. After the game ends, typically by me winning, I take care of emails for my business, making sure everything is running smoothly - which it is. My day starts coming to a close around 9 p.m. when I start getting ready for bed. I am in bed and fast asleep by exactly 10:03 p.m. dreaming about how I'm going to tackle the next day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Respect of the people, profit.

Needs

- To know I'm doing the most I can to succeed

Values

- Hard workers
- Passionate people

Wants

- To provide the world with the greatest hot dog

Fears

- Never achieving the greatest hot dog