

# Richard Harbison

age: 33

residence: Washington, DC

education: Bachelors Degree (BA)

occupation: Entrepreneur

marital status: Married | Two children

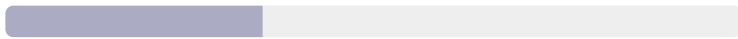


*I think this idea could work, I just need to put more energy into it.*

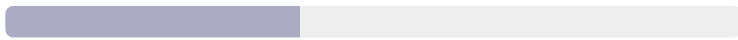
Richard is juggling many projects and priorities. He appreciates help from his vendors and employees.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Tangible results
- To have project self manage

## Values

- Detailed planning
- Concrete expectations
- Decisions backed up by analytics or data

## Criteria For Success:

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

## Wants

- Start small
- See results before spending more money

## Fears

- Failure
- Wasting money
- Being too hasty



# Dick Mullen

age: 35-40

residence: California

education: Bachelors

occupation: Electrician

marital status: Single



*"I like working fast, so I can stop working"*

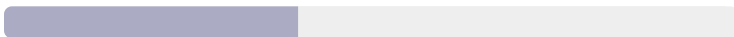
A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

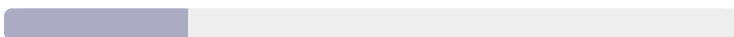
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Successful Organization in a fast manner

## Needs

- These should be required
- This might be Spanish localized content
- Support from higher ups

## Values

- Qualities that he or she values
- High level planning is an example

## Wants

- Wants are something that is not required but delights
- This might be the holy grail feature
- It delights him or her with its simplicity or completeness

## Fears

- Fears are the things that keep him or her up at night
- This might be something like failure
- But might also have to do with real fear

# Kali Marten

age: 32

residence: Greenville, SC

education: Bachelor of Science in Nursing

occupation: Travel Nurse

marital status: Single

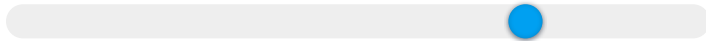


*"We rise by lifting others"*

Jane likes to read mystery and thriller books. She loves helping out in the community so she volunteers at a soup kitchen whenever she can. She has a lot of passion to help people. She has a drive for success

## Comfort With Technology

INTERNET



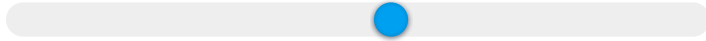
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Be ahead  
Be organized  
Be efficient  
Be motivated

## Needs

- A more efficient way to do work
- More time with patients

## Wants

- To be able to grow a career
- To adopt a child
- Have more time off/Less overtime

## Values

- High level planning
- Friendships
- Time



## Fears

- Not being good enough
- Not saving a patient that could be saved
- Not being able to help a person in need

# Stacy Morris

age: 25

residence: New York

education: Bachelor Degree in business Management

occupation: Manager at a health insurance company

marital status: Single, no kids



*When you feel like your on rock bottom, the only way is up.*

Stacy manages employers rates on how much they sell insurance. She is constantly finding ways to improve sells.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

A promotion

## Needs

- Support from higher ups

## Values

- Values handworkers and problem solvers

## Wants

- To use her vacation time.

## Fears

- Losing her job