

Name

age: 18

residence: Florida

education: Undergraduate

occupation: None

marital status: Single



"I'm looking for a job to help me pay for college and gain some professional experience, but my studies always come first."

Ben is an 18-year-old college freshman majoring in computer science. He's a diligent and focused student, dedicating a significant portion of his time to his coursework and projects. While he had a part-time job during his senior year of high school, it was mostly for spending money, and he's now seeking a more consistent and reliable source of income to contribute to his tuition and living expenses. He's comfortable with technology and prefers tasks that are logical and structured.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Clear and well-defined tasks: Ben prefers roles with specific responsibilities and measurable outcomes.
Opportunities to apply his technical skills: He would like to utilize his computer skills or learn new ones.
A structured and organized work environment: He values efficiency and clear processes.

Needs

- A part-time schedule that accommodates his class schedule
- Consistent and predictable hours
- A job that pays a competitive wage
- A location close to campus or with convenient transportation
- A work environment that allows him to focus

Values

- Logic and Efficiency
- Intellectual Curiosity
- Problem-Solving
- Independence and Responsibility

Wants

- A job related to his field of study
- Opportunities for professional development
- A supportive and understanding supervisor
- A quiet and focused work environment

Fears

- The job interfering with his academic performance
- Lack of flexibility from the employer
- A chaotic or disorganized work environment
- Difficult or unreasonable management
- Not gaining relevant experience

Name

age: 19

residence: North Carolina

education: Highschool

occupation: None

marital status: Single



"I'm ready to move beyond food service and find a job where I can grow and build a real career, even if it means starting at the bottom."

Lisa is a 19-year-old high school graduate who has chosen not to attend college, instead focusing on gaining practical work experience to build a fulfilling career. She has worked in the food service industry since graduating, developing strong work ethic and customer service skills. However, she's now eager to transition into a role that offers more long-term growth, stability, and the opportunity to learn new skills. She's a hardworking and ambitious individual, willing to put in the effort to achieve her goals.

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SOCIAL NETWORK



Needs

- Full-time employment
- Competitive starting salary
- Benefits package
- Reliable transportation
- A structured work environment

Values

- Hard work and dedication
- Responsibility and accountability
- Professionalism and integrity
- Growth and advancement
- Stability and security

Criteria For Success:

Clear pathways for advancement: Lisa wants to know that there are opportunities to move up within the company.

Skill development and training: She is eager to learn new skills and receive on-the-job training.

Positive and constructive feedback: She wants to improve and appreciates guidance on how to do her job better.

Wants

- Opportunities for growth
- Mentorship or guidance
- A company with a positive reputation
- A diverse and inclusive workplace

Fears

- Being stuck in a dead-end job
- Lack of opportunities for growth
- Unstable employment
- Negative or toxic work environment
- Not being taken seriously due to her lack of college education

Name

age: 30

residence: Long island, New York

education: College graduate

occupation: None

marital status: Married, with kids



"I'm eager to get back to my career and use my skills, but I know I have to prove I'm still a valuable asset after taking time off to raise my children."

Wendy is a 30-year-old woman who previously worked in marketing before taking a five-year hiatus to focus on raising her young children. Now that her children are in school, she is ready to re-enter the workforce and resume her career. She is intelligent, driven, and possesses strong communication and organizational skills honed through her professional background and managing a household. However, she is also apprehensive about the gap in her resume and the potential challenges of convincing employers that her skills are still current and relevant.

Comfort With Technology

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Opportunities to utilize her existing skills: Wendy wants to leverage her previous marketing experience and apply her knowledge.

A supportive and understanding employer: She values an organization that recognizes the value of her life experience and is willing to provide a chance to re-enter the workforce.

Needs

- A full-time or part-time position with flexible hours
- A competitive salary and benefits package
- Access to training and resources
- A professional and inclusive work environment

Values

- Professionalism and integrity
- Continuous learning
- Family and work-life balance
- Communication and collaboration
- Adaptability and resilience

Wants

- Opportunities to take on new challenges
- Mentorship or networking opportunities
- A company culture that values work-life balance
- The ability to showcase her transferable skills

Fears

- Difficulty finding a job due to her resume gap
- Being perceived as outdated or lacking current skills
- Facing age discrimination
- Struggling to balance work and family responsibilities
- Losing her professional identity

Name

age: 16

residence: South Carolina

education: Highschool

occupation: None

marital status: Single



"I'm excited to start earning my own money and gain some real-world experience. I'm a fast learner and I'm ready for a challenge!"

Zoe is a bright and enthusiastic 16-year-old navigating the challenges of high school while also eager to take her first steps into the working world. She's a generally positive and energetic person, balancing her academics with a passion for creative writing and playing the guitar. While comfortable with technology, she's also deeply values face-to-face interactions and the opportunity to build connections with people. She's looking for a part-time job that will allow her to develop new skills, contribute to a team, and earn some money for things like concert tickets and college savings.

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SOCIAL NETWORK



Needs

- Flexible part-time hours
- Reliable transportation access
- Fair wages
- Clear communication

Values

- Creativity and Self-Expression
- Authenticity and Honesty
- Teamwork and Collaboration
- Responsibility and Dependability
- Continuous Learning

Criteria For Success:

Clear expectations and training: Zoe needs to feel confident in her ability to perform her job duties, and proper training is essential.

Opportunities for growth and feedback: She wants to learn and improve, and constructive feedback will help her develop her skills.

A positive and supportive team environment: She values collaboration and wants to feel like a valued member of a team.

Wants

- A job with social interaction
- A connection to her interests
- Mentorship or guidance
- A fun and engaging work environment

Fears

- Making mistakes due to inexperience
- Difficulty balancing work and school
- Feeling overwhelmed or stressed
- Being taken advantage of