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| Dan Santos |

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| [C:\Users\scott\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.MSO\99636BDB.tmp](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwi5kJCKjv3fAhVr0oMKHfc7AWIQjRx6BAgBEAU&url=https%3A%2F%2Fwww.linkedin.com%2Fin%2Fsantosdan&psig=AOvVaw3hp3bPI6dmmh-Ak43CIwHi&ust=1548099459297363)  *I’m looking for a site that lists local events.*  AGE: 50  WORK: Teacher  FAMILY: Married, 3 children  LOCATION: St. Louis, MO  INCOME: $50,000  Personality Traits  |  |  | | --- | --- | | **Social** | **Driven** | | **Busy** |  | | Bio Dan is father of 3 kids that lost connection with most of his pre-marriage friends while raising a family. He has a large variety of interests and is looking to spend more time on hobbies now that is kids are grown. Goals  * Find new friends. * Find new hobbies.  Frustrations  * Meeting people is hard. * People flake out on plans.  Motivations  * Price * Convenience * Reliability * Fun  Brands [C:\Users\scott\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.MSO\552F6EAF.tmp](https://www.google.com/imgres?imgurl=https%3A%2F%2Fwww.fineprintart.com%2Fimages%2Fblog%2Famazon-logo%2Famazon_logo_history_4.jpg&imgrefurl=https%3A%2F%2Fwww.fineprintart.com%2Fart%2Fhistory-of-the-amazon-logo&docid=cZgErYRNJtHWqM&tbnid=AqOlDWDOw98FvM%3A&vet=10ahUKEwjryKH2hf3fAhXk7IMKHd0dCfYQMwhsKAEwAQ..i&w=1000&h=366&safe=off&bih=799&biw=1368&q=amazon%20logo&ved=0ahUKEwjryKH2hf3fAhXk7IMKHd0dCfYQMwhsKAEwAQ&iact=mrc&uact=8)[C:\Users\scott\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.MSO\4B0F676B.tmp](https://www.google.com/imgres?imgurl=https%3A%2F%2Fupload.wikimedia.org%2Fwikipedia%2Fen%2Fthumb%2Fd%2Fd2%2FPizza_Hut_logo.svg%2F220px-Pizza_Hut_logo.svg.png&imgrefurl=https%3A%2F%2Fen.wikipedia.org%2Fwiki%2FPizza_Hut&docid=M8KK1HqfCqXILM&tbnid=udu_tciiy1IEnM%3A&vet=10ahUKEwj0rMiKhv3fAhVE5YMKHQTqAoMQMwhtKAMwAw..i&w=220&h=207&safe=off&bih=799&biw=1368&q=pizza%20hut&ved=0ahUKEwj0rMiKhv3fAhVE5YMKHQTqAoMQMwhtKAMwAw&iact=mrc&uact=8)  [C:\Users\scott\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.MSO\37785B95.tmp](https://www.google.com/imgres?imgurl=https%3A%2F%2Famc-theatres-res.cloudinary.com%2Fimage%2Fupload%2Ff_auto%2Cfl_lossy%2Cq_auto%2Cw_240%2Fv1524171371%2Famc-cdn%2Fgeneral%2Famc-classic-brand-creative%2Famc_logo_1200x856.png&imgrefurl=https%3A%2F%2Fwww.amctheatres.com%2Four-brands&docid=gLsHj7EbnWWqSM&tbnid=R4vedj3QLyGKDM%3A&vet=10ahUKEwio3ZT_hf3fAhUI4oMKHag9CHIQMwhnKAAwAA..i&w=240&h=171&safe=off&bih=799&biw=1368&q=amc%20logo&ved=0ahUKEwio3ZT_hf3fAhUI4oMKHag9CHIQMwhnKAAwAA&iact=mrc&uact=8) |

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| Tanya Groot |

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| [Image result for tanya groot](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjK8siBgf3fAhXEooMKHfAjAjsQjRx6BAgBEAU&url=https%3A%2F%2Fwww.linkedin.com%2Fin%2Ftanyadegroot&psig=AOvVaw2-eiR8szCv60u3ZqAPsftq&ust=1548095961328710)  *I want to create events for people to attend.*  AGE: 35  WORK: Psychiatrist  FAMILY: Single  LOCATION: Ballwin, MO  INCOME: $100,000  Personality Traits  |  |  | | --- | --- | | **Patient** | **Outgoing** | | **Intelligent** | **Resourceful** | | Bio Tanya is therapist that often deals with patients that have a variety of personal interests. She has seen a frustration in many of them finding personal interests outside of work. She has a hard time identifying with their issues since she is such an outgoing person and often coordinates get together with friends. Goals  * Make it easier to plan events. * Make it easier for her patients to find events.  Frustrations  * Not technically savvy which makes planning hard. * Too hard to coordinate via email, social and calendar apps.  Motivations  * Social Networking * Convenience * Travel * Price  Brands [Image result for facebook logo](https://www.google.com/imgres?imgurl=https%3A%2F%2Fcdn.worldvectorlogo.com%2Flogos%2Ffacebook-1.svg&imgrefurl=https%3A%2F%2Fworldvectorlogo.com%2Flogo%2Ffacebook-4&docid=XUVERvCPp_BPfM&tbnid=1Tr98U1jLe5JRM%3A&vet=10ahUKEwjK2uShhv3fAhUp1oMKHX3yDYoQMwiQASgdMB0..i&w=2500&h=940&safe=off&bih=799&biw=1368&q=facebook%20logo&ved=0ahUKEwjK2uShhv3fAhUp1oMKHX3yDYoQMwiQASgdMB0&iact=mrc&uact=8)[C:\Users\scott\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.MSO\D538EDE7.tmp](https://www.google.com/imgres?imgurl=https%3A%2F%2Fupload.wikimedia.org%2Fwikipedia%2Fen%2Fthumb%2F2%2F29%2FHarvard_shield_wreath.svg%2F1200px-Harvard_shield_wreath.svg.png&imgrefurl=https%3A%2F%2Fen.wikipedia.org%2Fwiki%2FHarvard_University&docid=-Hwdrpag_NSOpM&tbnid=QtDHsH7m31Il1M%3A&vet=10ahUKEwjsh4y0hv3fAhUs8IMKHSIbBjwQMwhqKAAwAA..i&w=1200&h=1166&safe=off&bih=799&biw=1368&q=harvard%20logo&ved=0ahUKEwjsh4y0hv3fAhUs8IMKHSIbBjwQMwhqKAAwAA&iact=mrc&uact=8)  [C:\Users\scott\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.MSO\3B5778D.tmp](https://www.google.com/imgres?imgurl=http%3A%2F%2Furbanchestnut.com%2Fwp-content%2Fuploads%2F2013%2F02%2FUrbanChestnut_4c_logo.jpg&imgrefurl=http%3A%2F%2Furbanchestnut.com%2Fmedia%2F&docid=VJelhleyox8EvM&tbnid=UhHUxl2nIZT75M%3A&vet=10ahUKEwjyievBhv3fAhWY3oMKHdq7B8wQMwhPKAAwAA..i&w=1700&h=1700&safe=off&bih=799&biw=1368&q=urban%20chestnut%20logo&ved=0ahUKEwjyievBhv3fAhWY3oMKHdq7B8wQMwhPKAAwAA&iact=mrc&uact=8) |
| Jill Anderson | |

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| *I want people to book events at my restaurants.*  AGE: 45  WORK: Restaurant Owner  FAMILY: Married, 2 Children  LOCATION: Fairview Heights, IL  INCOME: $380,000  Personality Traits  |  |  | | --- | --- | | **Hard working** | **Busy** | | **Entrepreneurial** |  | | Bio Jill owners several restaurants mostly in the St. Louis area. She spends a lot of time managing them and traveling between locations. She is always on the lookout to maximize the profit of each venue. Goals  * Find a way to fill the private spaces in her restaurants.  Frustrations  * Not enough time in the day. * Applications that don’t work well on her phone.  Motivations  * Income * Convenience * Travel * Price  Brands [C:\Users\scott\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.MSO\7BB3FE23.tmp](https://www.google.com/imgres?imgurl=https%3A%2F%2Fupload.wikimedia.org%2Fwikipedia%2Fen%2F2%2F25%2FAmeristar-Casinos-logo.jpg&imgrefurl=https%3A%2F%2Fen.wikipedia.org%2Fwiki%2FAmeristar_Casinos&docid=VpLzbisYsow9aM&tbnid=uL6OlnsH-Ya1qM%3A&vet=10ahUKEwihitHchv3fAhUX0IMKHf5ZCYYQMwhhKAEwAQ..i&w=200&h=100&safe=off&bih=799&biw=1368&q=ameristar%20casino%20logo&ved=0ahUKEwihitHchv3fAhUX0IMKHf5ZCYYQMwhhKAEwAQ&iact=mrc&uact=8)[C:\Users\scott\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.MSO\15E8BF29.tmp](https://www.google.com/imgres?imgurl=http%3A%2F%2Fwww.carlogos.org%2Flogo%2FToyota-logo-1989-2560x1440.png&imgrefurl=http%3A%2F%2Fwww.carlogos.org%2FCar-Logos%2FToyota-logo.html&docid=VuQHAz_aQLIvjM&tbnid=2sQLbfjAbQpFYM%3A&vet=10ahUKEwjBzufjhv3fAhXl6oMKHdvGAEUQMwhrKAEwAQ..i&w=2560&h=1400&safe=off&bih=799&biw=1368&q=toyota%20logo&ved=0ahUKEwjBzufjhv3fAhXl6oMKHdvGAEUQMwhrKAEwAQ&iact=mrc&uact=8)  [C:\Users\scott\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.MSO\9B6A541F.tmp](https://www.google.com/imgres?imgurl=https%3A%2F%2Fupload.wikimedia.org%2Fwikipedia%2Fcommons%2Fthumb%2F2%2F24%2FSamsung_Logo.svg%2F2000px-Samsung_Logo.svg.png&imgrefurl=https%3A%2F%2Fcommons.wikimedia.org%2Fwiki%2FFile%3ASamsung_Logo.svg&docid=POXEGgpG05ogIM&tbnid=FuHajv_ni-u5YM%3A&vet=10ahUKEwiqnqbrhv3fAhUi0oMKHWJ_D-UQMwhkKAAwAA..i&w=2000&h=664&safe=off&bih=799&biw=1368&q=samsung%20logo&ved=0ahUKEwiqnqbrhv3fAhUi0oMKHWJ_D-UQMwhkKAAwAA&iact=mrc&uact=8) |