Alex Rivera

age: 29
residence: Austin, Texas
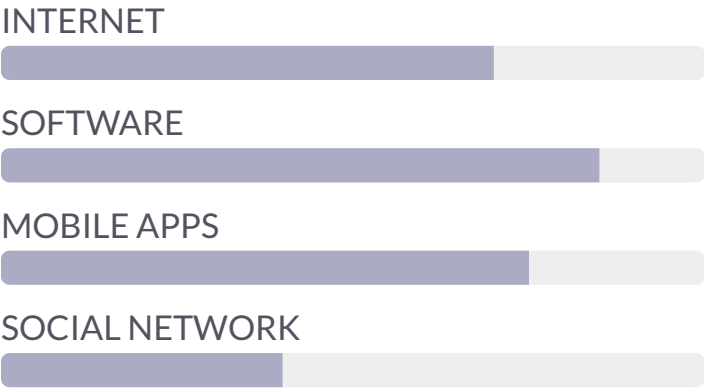education: Bachelor's Degree
occupation: Marketing Specialist
marital status: Married with 5 kids

Efficiency isn't just about doing more in less time; it's about creating space for what truly matters. In the chaos of deadlines and data, finding that balance is my art form.

Alex juggles various marketing campaigns, analyzing performance data, attending meetings, and communicating with team members, relying heavily on the app for organization and insights to navigate their busy day efficiently.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Efficiency: Streamline Alex's workflow with intuitive task management and calendar integration.

Insightfulness: Provide AI-driven insights for quick decision-making.

Reliability: Ensure timely notifications and data security.

Personalization: Offer customizable features like focus mode and wellness tracking.

Needs

- Task management
- Calendar integration
- Real-time notifications
- Data analysis tools.

Values

- Efficiency
- Reliability
- Personalized features
- Data security.

Wants

- A focus mode
- AI-driven marketing insights
- A personal wellness tracker.

Fears

- Complicated interfaces
- Missing deadlines
- Underperforming tools.

Jake Morrison

age: 35

residence: Virginia

education: Dropped out of college after two years, majoring in Business Administration.

occupation: Construction worker, with a focus on residential buildings.

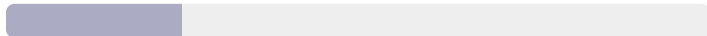**marital status:** Married with 2 kids

"Every beam I secure, every nail I drive, I'm building more than just houses—I'm crafting the future for my family and a legacy I hope my kids will be proud of. It's not just about the work; it's about what we leave behind, the values we instill, and the world we help shape. That's the real foundation I'm laying down, every day."
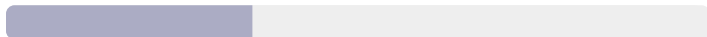
Lives in a modest, well-maintained home in the suburbs. Jake and his family enjoy outdoor activities, such as hiking and picnicking in local parks. They are active in their community, attending local events and participating in school activities.
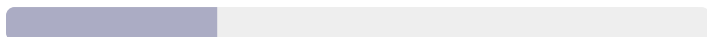
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

For Jake Morrison, success is more than just financial stability or career achievements; it's deeply rooted in personal fulfillment, family well-being, and community impact.

Needs

- Stability and security
- Respect and recognition
- Personal growth and development

Values

- Family
- Honesty
- Hard work
- Community involvement

Wants

- Own his own construction business
- A better future for his children
- Personal fulfillment

Fears

- Financial Insecurity
- Failing as a husband and father
- Regret over unfinished education

Ricky Metzger

age: Late 20's

residence: San Francisco, CA

education: Bachelor Degree of Computer Science (BCS)

occupation: Senior Software Developer

marital status: Single | No children

Software Developer Employee

Ricky is an employee and user of LIV Safe. He values secure software that respects your privacy. He wants a simple UI. He likes to produce feature rich projects with maintainable code.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

When a project isn't bogged down by execs, meetings, or delays.

Needs

- Excellent User Experience
- Maintainable code base
- Abundant Features

Wants

- Intuitive and modern/trendy UI
- Open Source
- On time projects
- To see User feedback before any major decision

Values

- Bug Free Code
- Unit Testing
- Decisions backed up by user research

Fears

- Disappointing Users, i.e., buggy production code
- Security flaws
- Overwhelming UI