

# Amelia Ross

age: 18

residence: Neighbors House

education: High School

occupation: novice user

marital status: single



*Great People do Great Things!*

Every day should be lived to the fullest. Being a hard worker is essential

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- A laptop and phone for personal use
- A good workplace environment
- 

## Values

- Caring and kind individual
- Extremely dedicated

## Criteria For Success:

Helping people who support others

People who understand the end goal and work towards that goal

## Wants

- Paid time off
- Consistent sleep schedule
- A significant other

## Fears

- Robots taking over the world

# Name

age: johnny rocket

residence: new york

education: high school

occupation: Welder

marital status: married 1 kid



*Attitude is a little thing that makes a big difference*

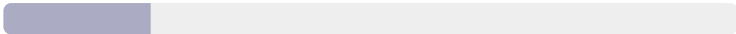
A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

INTERNET



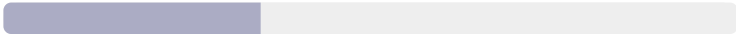
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

be happy

## Needs

- phone
- food
- water

## Values

- hard worker
- honesty

## Wants

- new truck
- new jordans

## Fears

- snails
- the dark

# John Johnson

age: 19

residence: State, city, or even neighborhood

education: college student

occupation: novice user

marital status: single



*Can't stop losing my key!*

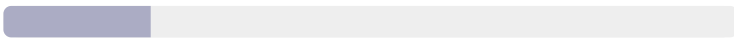
Spends day sleeping, doing homework, working out.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Organization

## Needs

- Access to food
- Place to live
- Reliable income

## Values

- Sleep
- Efficient lifestyle

## Wants

- Consistent schedule
- Entrance to his dorm

## Fears

- Losing money
- Being locked out