

# Cassidy Lock

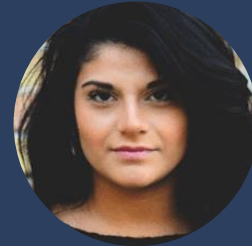
age: 28

residence: New York

education: Bachelor's Degree

occupation: Stay at Home Parent

marital status: Married with kids



*Sleep is a precious commodity.*

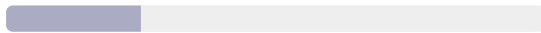
Cassidy spends her days wrestling her two young children and managing her household. The combination of the children's constant neediness, their eclectic sleep schedule, and the amount of work required to maintain a healthy household leaves very little time for Cassidy to sleep. What sleep she gets is impacted by her level of stress and the constant rousing by her children.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Cassidy needs an application that is easy to use and will help her maximize the quality of sleep she gets.

## Needs

- Ensures she wakes up on time
- Increases the quality of her sleep

## Values

- Ease of use
- Effective

## Wants

- Allows her to see progress
- Monitors sleep health for her doctor

## Fears

- Not waking up on time
- Not getting enough sleep

## Brian Weis

age: 50

residence: Los Angeles, CA

education: BS Business Management

occupation: VP at Amazon

marital status: Married with kids

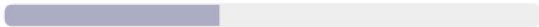


*"Hard work breeds success"*

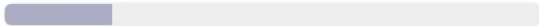
Spends a lot of time at work but wants to play and enjoy his time with his kids and wife when he gets home

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Needs to make a difference at his job and cultivate a successful team

### Needs

- To balance work and home life
- To do well at work

### Wants

- An annual raise
- His family to love him
- His employees to respect him

### Values

- Punctuality
- Honesty
- Hard Work

### Fears

- Missing a meeting at work
- Not spending enough time with his kids
- Getting fired

## Mark Johnson

age: 32

residence: Austin, TX

education: B.S in Computer Science

occupation: Software Engineer at Some Game Company, LLC

marital status: Single



*"Don't wait, let's do this now."*

Every day, Mark gets out of bed with a purpose in mind. Whether it be enjoying his hobbies in music or shooting sports, or being a dependable co-worker or friend that is willing to help others out. However, recently he has found it hard to balance all his passions in his life. Occasionally, his mind feels clouded in the morning and prevents him from focusing. Despite all this, his dedication to himself and others keeps him going.

### Comfort With Technology

#### INTERNET



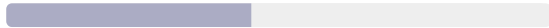
#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Mark finds great satisfaction in finding elegant solutions to complicated issues. He enjoys being in a lead role in tackling problems with other people. He values people who can take different approaches and bring new ideas to the table. To Mark, success is a collaborative effort that not only meets but exceeds the expectations of others.

### Needs

- Time to wind down and not worry about work
- Co-workers that are collaborative and willing to help
- Engaging hobbies
- Purpose

### Values

- Integrity
- Trustworthiness
- Focus
- Dedication

### Wants

- The feeling of being in control
- A consistent sleep schedule
- Energy
- Lots of problems to solve and mysteries to uncover

### Fears

- Not being dependable
- Imbalance in life
- Confusion
- Brain fog under pressure

Yasin Najjari Persona-

## Andrew Smith

age: 20  
residence: Wisconsin  
education: Currently in college  
occupation: Web designer  
marital status: single



*If your bored you are doing something wrong.*

He likes to keep himself busy  
he is always working on something

### Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

### Criteria For Success:

If he does not have anything to work on, he looks for something to work on

### Needs

- Help with time management

### Wants

- Wants a way to organize his day
- A way to get everything he wants done

### Values

- Hard work
- Perseverance

### Fears

- Bugs



## Jacob Schatzle Persona-

### Caleb

age: 18  
residence: Columbia, South Carolina  
education: High School  
occupation: Student  
marital status: Complicated



*I'm not waking up for that*

He has to get up early but he is always so tired that he is usually unable to do so. He wakes up late on most days because he is unable to sleep well. This results in him being late to class often. His intelligence and abilities make up for this but his luck will run out at some point.

#### Comfort With Technology

##### INTERNET



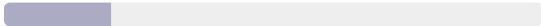
##### SOFTWARE



##### MOBILE APPS



##### SOCIAL NETWORK



#### Criteria For Success:

Caleb needs something to help manage his sleep so that he doesn't miss classes. He is the only thing that can stop him and unfortunately he is very good at it.

#### Needs

- It needs to be simple to navigate.
- It needs to actually help him sleep.
- He needs to track his sleep.

#### Values

- Hard Work
- Money
- Loyalty

#### Wants

- He wants it to not spam him with notifications.
- To feel more prepared for every day life.
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#### Fears

- Commitment
- Failure

