

Mark Shperkin

age: 22

residence: Columbia, SC. originally from Israel, Jerusalem

education: University of South Carolina, Computer Science

occupation: college student athlete

marital status: single



"I love Swimming"

learning programming skills, training for the Olympics at swimming

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

become a good engineer and become an Olympic swimmer

Needs

- a stable computer science job
- new car
- being financially stable

Values

- having good friends
- hardworking
- strives to success
- big time money spender

Wants

- successful athletic carer
- finish college with good grades
- enough money

Fears

- lose money
- lose job
- fear of failure

Brian Wiliks

age: 25

residence: NJ

education: Bachelor's Degree

occupation: Car Salesman

marital status: Married with 1 child



"I love selling cars"

Brian spends most his day working as a car salesman at Toyota and most of his nights sleeping.

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SOCIAL NETWORK



Needs

- A house
- A new car

Values

- Family
- Friends
- Being financially stable

Criteria For Success:

For Brian to feel successful, he would have to buy a house and a new car and still have money in case of a potential emergency. By using this app, Brian can limit his expenses which will then allow him to have enough money left over after his car and house purchases.

Wants

- To save money
- A way to track spending
- To find the cheapest prices for needed items

Fears

- Overspending
- Bankruptcy
- Unable to support his family
- Not having money in case of a emergency

James Smith

age: 26

residence: South Carolina, Columbia

education: Bachelor Degree

occupation: engineer

marital status: single



"loves playing games"

learning programming skills and playing games in leisure time

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

become a good engineer and make enough money

Needs

- Financial management
- basic need
- Sufficient programming skills

Wants

- New games
-

Values

- Have enough contributions to myself and my family

Fears

- Lose money
- lose job
- Lost friends
- Lost family

Xavier Andres

age: 31

residence: New Mexico, Alamogordo

education: Bachelor's Degree

occupation: Musician

marital status: Single



"Music is my life!"

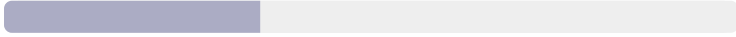
Xavier spends his time performing for events and spending time with his friends and family

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MOBILE APPS



SOCIAL NETWORK



Needs

- Financial Management

Values

- Family and Friends
- Career
- Music

Criteria For Success:

Xavier is a self employed musician, and in order for him to feel successful he would have to be able to get his name out to others in his profession while saving money. This app will help Xavier keep track of his expenses while saving as much money as possible.

Wants

- A way to keep track of his spending habits
- To be able to spend as little money as possible

Fears

- Not being able to perform
- Not being successful
- Not having enough money