

Chris Hermes, by Timur Zakharov

age: 24-32

residence: Apartment Seattle

education: GED

occupation: Modeling

marital status: Single



"We need, in every community, a group of angelic troublemakers." — Bayard Rustin

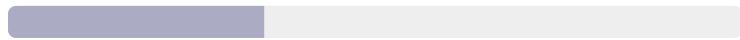
Chris models for Gap, when he isn't working he is either working out or hanging out with friends. He likes to keep up with his bustling social media following. He is looking to find someone to date right now, but its hard to find a meaningful relationship being popular on social media and gay.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A house
- Enough money to sustain himself
- A romantic partner

Values

- People come first
- Don't waste time on fake people
- Always reach out a helping hand
- Honesty

Criteria For Success:

To make him happy he has to be stress free. He values creature comforts like a well off life, and a lot of Starbucks. As long as he is happy and has people around him or on the internet that like him than he is happy.

Wants

- Love
- A fulfilling relationship
- To settle down and have a family
- To just stay happy

Fears

- Life long loneliness
- The Ocean
- Not being validated by others

CJ Harrison Jr. - by Michael Beall

age: 25

residence: New York, NY

education: Bachelor's in Communications from SUNY

occupation: Unemployed

marital status: Single



"Workers of the world unite; you have nothing to lose but your chains." -Karl Marx

Spends a lot of time indoors with his two cats. Currently running a YouTube channel on reviewing movies in order to pay rent.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To establish strong interpersonal connections and find a long-term partner, friend, and job.

Needs

- A job
- A car in order to get to work

Values

- Honesty
- Solid work ethic

Wants

- More friends
- A romantic partner

Fears

- Heights
- Loneliness

Geoffrey Small, by Ethan Nikolaus

age: 54

residence: Pittsburgh, Pennsylvania

education: Masters in Business

occupation: Business Owner

marital status: Married, without children



"You get from your employees only what you invest into them"

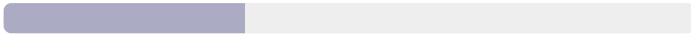
A local business owner that has built a successful grocery store. His wife works as a doctor, so the two have a comfortable amount of money. His business has recently started to make record profits and he is now looking to expand. He enjoys spending his free time with his wife, and their three dogs.

Comfort With Technology

INTERNET



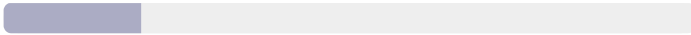
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To higher reliable employees for his business
- A low-stress working environment

Values

- Efficient and reliable employees
- Innovation and resourcefulness

Criteria For Success:

Geoffrey needs his business to maintain profitability and to be stable enough for him to expand. Ideally, Geoffrey would like to be able to take a more hands-off approach to his business to allow more time with his wife.

Wants

- To spend less time working
- An employee that he would be comfortable handing the business over to

Fears

- He is too old to understand today's technology
- The stress of owning a business is taking a toll on his health

Rosalina Gonzales, by Trent Petersen

age: 24

residence: El Paso, Texas

education: High School Diploma

occupation: Barista

marital status: Married with no kids



"Just growing with the flow."

When she isn't working as a barista, Rosalina enjoys reading, watching Netflix, and cooking new foods for her and her husband. She is always trying to meet new people and make friends wherever she can and loves to make small talk with anyone possible.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Personal relationships outside of her marriage
- A home that feels secure and welcoming
- To come home from work feeling fulfilled

Values

- Deep and meaningful relationships
- Bringing joy to those around her
- Extreme loyalty and honesty from loved ones

Criteria For Success:

To feel successful, Rosalina desires to make other people happy. Whether its a customer in her coffee shop or just some stranger on the street, she always wants to make people smile because it brings her joy.

Wants

- Meet new people and make friends
- Interact with more people at her work and other places
- Be more adventurous
- Have children soon

Fears

- Hurting people's feelings
- Befriending bad people
- Not satisfying her customers