

# Jaime Smith by Natalie Crawford

age: 37

residence: Chicago, Illinois

education: Masters Degree

occupation: Sr. Brand Manager, Food

marital status: Single



*"My dog is my world and is basically my child"*

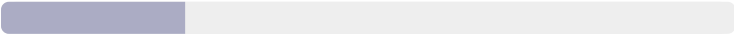
She works from home but when she goes into work she leaves her dog, Raleigh, with doggy daycare. Often goes to dog parks or goes to playdates with other puppies in her building.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Soulcycle membership
- Tabloid reading time
- Lots of Lululemon
- Halloween costumes for Raleigh
- Access to Bow Wow Lounge for Raleigh

## Values

- Compassion
- Kindness
- Good Communication Skills

## Criteria For Success:

A possible track for growth within her job. She wants to feel successful within her career. She wants to continue to live in a nice apartment in downtown Chicago close to restaurants and shopping centers. She needs good relationships with friends to feel accomplished. She wants to be respected in her field.

## Wants

- To include her dog Raleigh in everything
- To fall in love and get married
- To find a guy in the city of Chicago
- Bachelor watch party with wine nights

## Fears

- She will always be single and only have her dog
- Her neighborhood will become more violent
- Trader Joes will discontinue her favorite granola

# Jared Slothe by Trevor Allison

age: 34

residence: Seattle, Washington

education: Seattle Central Community College

occupation: Barista

marital status: Single, getting desperate



*It seems like the millennial generation is a little bit of a cultural punching bag*

Wakes up to rain sounds and a rotting smell from the compost bin in his bedroom. Normally would take a shower but is on a new trend of not bathing after reading about the "benefits" in a BuzzFeed article. He immediately pets his three cats, feeds, and waters them. He drinks his cold brew and eats an avocado before heading to work at the local independent coffee shop. He packs his bag for work -- he refused to carry a backpack and instead insists on carrying his items in a \$600 leather satchel. His outfit consists of a sweater, skinny jeans, and Chelsea boots.

## Comfort With Technology

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## Criteria For Success:

For Jared, success isn't about money or having a career. As long as you are having fun and enjoy what you do, it doesn't matter if you come home to a cold, empty house at night. At least that's what Jared tells himself.

## Needs

- A place to keep his three cats during the day
- His cold brew in the morning
- Meditation time

## Wants

- For the girl that always comes to the coffee shop at 10:15 am on Wednesdays to finally notice him
- To make his cats happy
- Happiness for himself
- For the words "I'm proud of you" to come out of his dad's mouth

## Values

- Being environmentally conscious

## Fears

- That he won't live up to expectations
- Dying alone



# Betty Windowsill by Jagger Tanner

age: 74

residence: Madison, Wisconsin

education: Bachelor degree

occupation: Retired dental assistant

marital status: Widowed, kids have moved out of state

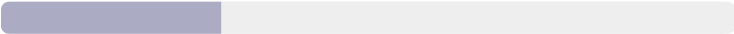


*"Ever since my husband died, my cat's all I have"*

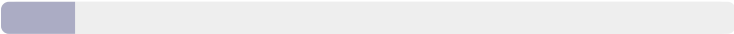
Mostly watches TV, sometimes hits the town with the gals. Typically has a glass of wine every night with dinner at 5 pm before going to bed at 9.

## Comfort With Technology

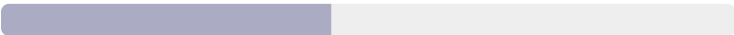
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Mrs. Windowsill honestly just doesn't want to be forgotten. The occasional call from her children is enough to satisfy her, or when one of the fellas from church sparks up a conversation with her out of nowhere. She loves when her grandkids get excited to see her, whenever her family comes to visit.

## Needs

- Some level of regular social interaction
- Something to do with her excessive free time

## Values

- The utmost respect from restaurant employees
- Good, respectable Christians
- The use of "yes ma'am" and "no ma'am"

## Wants

- Brunch with the gals every week after church
- To make her cat happy
- Her kids to give her a call every now and then

## Fears

- The onset of dementia
- Loss of independence
- Death
- Her kids forgetting about her

# Samantha Clark by Abbey Elliott

age: 27

residence: Denver, Colorado

education: BS Nursing

occupation: Nurse

marital status: Married with two children

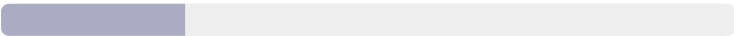


*"But the Lord stood by my side and gave me strength" 2 Timothy 4:17*

Samantha works as a nurse in the UCHealth Memorial Hospital North in Denver. She is married to an entrepreneur, whose business has recently become very popular. She has two boys, who are 5 and 7, and has recently become pregnant again. Samantha and her husband have four dogs and plan to move closer to Samantha's family once her husband's company has been sold.

## Comfort With Technology

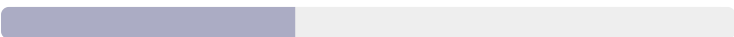
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## Needs

- Attending church
- Workout often
- Chick-fil-A
- Effective communication

## Values

- Compassionate
- Patient
- Empathetic

## Criteria For Success:

Samantha works with others in order to be successful as a nurse. She likes to be close with her husband and takes his advice often. She needs people to be open and communicate clearly about their wants and needs. Samantha is very selfless at work and home. She is very driven, as she continues to learn about new medical technology at her work.

## Wants

- Have a less demanding schedule
- Work in NICU
- Move closer to parents in Athens, Georgia
- Spend more time with her family

## Fears

- Death
- Patients dying
- Divorce

# Eutychos MacBride by Kuba Jerzmanowski

age: 28

residence: Columbia, SC

education: Masters in communication

occupation: Barista at Coffe shop

marital status: Dating



*"Pair up in threes." -YOGI BERRA*

He likes to walk his dog hang out with his friends and is very social. Like coffee a lot and goes around town. He is big on farmer's markets. He likes to run as a workout. He goes to bed late and wakes up late. Everyone around town knows and loves him.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

To feel successful he needs people to like him and to spend a lot of time with his dog. If the people at the coffee shop do not like him he will also feel unsuccessful.

## Needs

- Place to spend time with the dog
- Coffee
- Friends
- Relaxed schedule

## Values

- Nonviolence
- Love
- Balance
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## Wants

- Being able to take dogs to places. other than park
- Cheaper coffee
- A pay raise at work

## Fears

- War
- Losing his dog
- Passing away of family members
- Debt
- Nothing fun to do