

James Figueroa

age: 24

residence: Anfield Road

education: University Graduate

occupation: Freshwater Systems Employee

marital status: Single with several attempted relationships



"If you know you know"

A charming young man looking for the love of his life. A huge soccer fan and a true Liverpool fashion model.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Pay me money and I will work.

- Healthy workspace
- Comfy chair
- Casual dress code

Needs

- - Live Soccer on TV must be available at all times.
- - Manchester United fans must be at least 2 rooms away at all times.
- - Internet connection and free food should be accessible.

Wants

- - Short commute to work
- - Good pay
- - Flexible Schedule

Values

- - Supporting in many ways
- - Dedicated to his interests
- - Technically literate

Fears

- - Manchester United fans
- - Lack of free food
- - Long commutes are hard, as soccer cannot be watched while driving.

Jimmy John

age: 38

residence: New York City, New York

education: High School Diploma

occupation: Cashier

marital status: Single



"I like having cash to spare."

Lives in a one-bedroom apartment by himself. Works as a cashier at his local McDonald's. Doesn't own a car. Spends most of his time watching TV and walking around the city. Enjoys traveling and visiting family.

Comfort With Technology

INTERNET



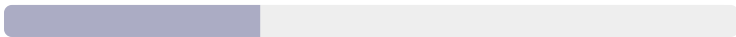
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Having a comfortable amount of money to be able to pay bills for the apartment and travel wherever he wants.

Needs

- A means of transport to visit family
- A faster way to commute to work
- A steady income

Values

- Quality time with family
- Regular vacations during holidays
- Attending sporting events

Wants

- To travel more often without feeling the financial burden of paying fares.
- To be able to save enough money to purchase his own vehicle

Fears

- Running out of money
- Losing his job
- Missing important family events

Fredrick Johnson

age: 65

residence: Bismark, North Dakota

education: Masters Degree in Accounting

occupation: Recently Retired

marital status: Married



"Living the American Dream"

Retired with his wife to a country cottage. Enjoys spending time outdoors, and spending time with his wife.

Comfort With Technology

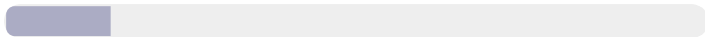
INTERNET



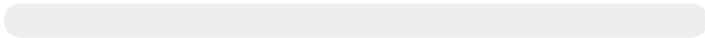
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being able to provide for his family, put food on the table, and have a roof over his head.

Needs

- Accommodations for an elderly couple
- A simple and intuitive way to schedule and plan travel
- Places like parks, or trails nearby

Wants

- To travel to as many national parks as possible
- To spend as much time outdoors with his wife

Values

- Quality over quantity
- Time outdoors rather than indoors or in front of a screen
- Resting and relaxing in his retirement

Fears

- Cramped spaces
- Losing his wife
- The "Digital Revolution"



Monica Jeong

age: 22

residence: Los Angeles, California

education: Bachelors Degree in Communications

occupation: Head of Marketing for Hulu

marital status: Engaged



"Success is a lousy teacher. It seduces smart people into thinking they can't lose." -Bill Gates

After long day of work, Monica likes to relax by watching various foreign films.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To make a sustainable income while maintaining a happy life and good mental health.

Needs

- Affordable transportation to and from work
- Comfortable living conditions
- Caffeine

Values

- Social justice
- Family is the most important

Wants

- Equality in the workplace
- A better way to visit her family in Pennsylvania
- A loving support system at home

Fears

- Failure
- Snakes
- Not being able to support her family