

Tom Brady

age: 29

residence: South Carolina

education: Bachelor's Degree

occupation: Mobile App Developer

marital status: Married



"Do it no matter what"

His work is a remote work, so attendance is optional. He mainly develop mobile app for the company.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Communication is the key to be successful, so everyone has to communicate.

Needs

- Functional
- Accessible
- Good Durability

Values

- Well-organized
- Leadership experience
- Creativity

Wants

- Having various payment methods

Fears

- The effect to customers' eyes
- Adjustment color for colorblindness

James Johnson

age: 23

residence: San Francisco

education: Bachelors in cyber security

occupation: Cyber Security staff

marital status: Single



A quote from to help define their voice and personality.

James is a promising young cyber security worker who works from home. He needs top notch technology at an affordable price and high speeds. He also enjoys video games on his free time.

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Needs

- Needs to be able to support his gaming and his work life.

Values

- Durability
- honesty

Criteria For Success:

What's needed in order to make him or her feel successful.

Wants

- Wants something durable
- Affordable
- Best of best

Fears

- Fears product may not work
- May disrupt his work life