

# Nerdy Nancy

age: 18

residence: Ohio

education: Highschool

occupation: Cashier

marital status: Single



*"Be your own kind of beautiful"*

Nancy is a cashier deciding what she wants to do next and after work goes home to surf the web.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Nancy doesn't know what is going to make her successful

## Needs

- Nancy needs to find things to do to keep her happy and entertained.

## Values

- Nancy values freedom, fun and new experiences.

## Wants

- She wants to try to get out the house more and discover the world for herself.

## Fears

- Her biggest fear is being too stagnant and losing meaning to what she enjoys.

# Thomas Malloy - by Lily

age: 55-65

residence: Columbia, SC

education: Bachelors degree in Finance

occupation: Banker

marital status: Married, with kids and grandkids

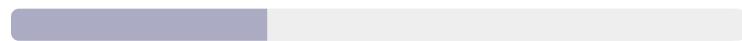


*"I love spending time with my family more than anything"*

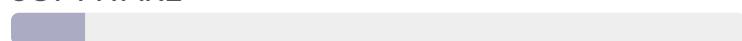
Thomas spends his time outside of work enjoying music, art, and going to church with his family. He loves listening to live music, especially at dinner or downtown.

## Comfort With Technology

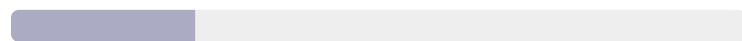
INTERNET



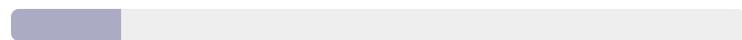
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Thomas needs to find a way to add excitement to his family life, without spending too much money.

## Needs

- Fun, free ways to spend more time with his family
- Simple application he can operate without his granddaughter's help

## Wants

- Way to find events out of town
- Fun visuals, nothing too boring

## Values

- supporting his community financially and through being prominent in it

## Fears

- Seeing less of his grandkids as they get older
- Constantly being stuck in his house

# Daring Dave

age: 33

residence: Illinois

education: College graduate

occupation: Rock climbing instructor

marital status: Single



*"It's not about the mountain we conquer, but ourselves."*

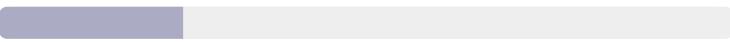
Dave works as a rock climbing instructor and free climbs in his free time.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Dave feels successful when reaching the summit of a cliff or mountain.

## Needs

- Dave needs just enough to get by and continue to do what he loves.

## Values

- Dave values meeting new people and enjoying new adventures.

## Wants

- Dave wishes to continue his love for rock climbing for as long as he can.

## Fears

- Working an office job is Dave's worst fear.

# Izzy Goldman by David

age: 22

residence: Virginia

education: Working towards Bachelor's

occupation: College Student

marital status: Single



*"The human experience is a mysterious expedition"*

Izzy loves to spend time with friends after work or college.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Finding a way to be successful in life while having fun

## Needs

- Nice simple ways to spend time with friends no matter where they are
- A good paying job

## Values

- Honesty
- Good friends

## Wants

- A simple way to find activities throughout town

## Fears

- Afraid that there won't be anything around town to do

# Aliyah Jones - by Mia

age: 26

residence: North Carolina

education: Bachelors

occupation: Freelance Artist

marital status: Single



*"Perhaps the mission of the artist is to interpret beauty to people - the beauty within themselves" - Langston Hughes*

Most days she will work on her art and shipping it out, but when she has free time, she will spend time with friends, lay around with her cat, or go on mini roadtrips.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Enough money to live by yet also enjoying the little things life has to offer while doing the things that she loves.

## Needs

- Aliyah wants enough money to support herself and her cat

## Values

- She values the arts and culture (especially Black artists)
- She values social justice and equality

## Wants

- Aliyah wants to spread her messages through her art

## Fears

- Aliyah fears that she won't make enough money to live or will have to work a 9 - 5
- She also fears being so busy that she can't spend any time with her friends