

Juan Vazquez III

age: 20

residence: Brooklyn, NY

education: High school

occupation: US Armed Forces

marital status: Single

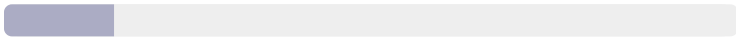


What's that called on the App Store?

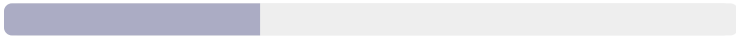
Gen Z technology user. He only knows how to access the digital world through apps on his iPhone, has a limited grasp of what a filesystem is and hasn't used a desktop since the computer lab in 8th grade.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Mobile-first design
- Easy to use
- No technical knowledge required
- Understandable diagnoses of his problems

Values

- Seamlessness
- Visual feedback in design
- Minimal work from the user
- Legwork done for him

Criteria For Success:

He lives for the "there's an app for that" dream. He wants digital actions to translate directly to real-world results. Services like Instacart that "just work" without the thinking about what's going on behind the scenes are perfect for him.

Wants

- Simple payments through Apple Pay
- Automatic solutions to his problems
- Connect with people who can solve the problems for him

Fears

- Overcomplicated menus
- Oversaturated feature sets
- Getting redirected to the Web

Mickle Moore

age: 60

residence: Chicago

education: Masters Degree

occupation: IT Department Head

marital status: Married, with kids



"I need things to last so I can save up for retirement."

Lives in a 5-bedroom home; with his wife, 3 children, and older mother in-law. He works at a high-end tech startup and the head of IT. He wishes there were more ways to repair his technology both at work and home. He is a passionate member of the right to repair movement and is always looking for new ways to repurpose and repair old and new technology in his spare time.

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Criteria For Success:

- Expanded options to repair device parts not offered today
- Must be presented in a neat and organized way
- Have options for multiple device platforms
- Enough users to cause a change in repair laws

Needs

- -Easy way to source and find part information
- -List of part compatibilities

Values

- -Reusing or repairing devices when able
- -Spending a-little more for higher quality items

Wants

- -Forum like feature for repair communities
- -Easy way to sell or trade parts or devices
- -No fee's
- -Open source platform

Fears

- -Companies will continue to not offer widespread repair/part support
- -Will try to get money from him or bombard him with ad's
- -Possible scammers using the platform



John Smithh

age: 35

residence: South Carolina

education: College Degree

occupation: Landfill worker

marital status: Single



"Theres too much electronic waste in the landfills and its harming the environment"

An environment enthusiast that promotes technology and keeping the earth clean.

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Criteria For Success:

Make the app accessible and use able to all ages from all backgrounds.

Needs

- Serve a purpose and allow any user to be able to use the app

Values

- It promotes the safe and efficient disposal of electronic devices

Wants

- directions to help guide the user along with easy to use interface

Fears

- Up to date accurate information that the user will be able to benefit from

Gertrude Cletus

age: 28

residence: West Columbia, SC

education: Associates in IT

occupation: Geek Squad

marital status: Single



I like things to be convenient.

Taking care of customers, coffee shops, grocery shopping, etc. Always on the go.

Comfort With Technology

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Criteria For Success:

To feel like the program helps solve a problem/get him in touch with the right person.

Needs

- Efficiency in software/hardware
- Well organized
- Intuitive UI

Values

- Sustainability
- Accessibility

Wants

- Customizable UI
- Options for texting/calling support
- Options for AI support

Fears

- Being too busy to enjoy life
- Not being recognized