



Reggie Conner

Age: 20

Location: Austin

Status: Single

Living: 1 BR APT

Kids: 1

Occupation:

1. Which Wich

2. Non-profit

Salary: 28K

Education:

12 College Credits

"I want to earn my business degree, and one day own my own company, but college is way too expensive."

About Reggie

Reggie is a reliable hard worker juggling two jobs just to make ends meet. He works for a sandwich shop as well as a non-profit weekend job.

Reggie is a single father supporting his two-year-old son, Mark. Reggie attempted community college, but couldn't keep up with work load. Luckily, his parents now live nearby and can help him with Mark if Reggie is working or at school.

Pain Points

Works 2 jobs

No time to research

Daycare is expensive

Goals

Reggie wants to return to college and earn his business degree.

His dream is to one day own his own business.

Tech Empathy: Moderate

Devices: Samsung Galaxy S 5



Mike Gonzales

Age: 54

Location: Austin

Status: Married

Living: House in Hyde Park
Kids: 2

Occupation:
Franchise Owner

Salary: 180K

Education:
GED, ESL classes

"I'd like my employees to grow their management skills, and to find the academic help I never had."

About Mike

Mike moved to America as an 18-year-old and began working at a McDonalds. He rose to a manager position, purchased a franchise on a family loan, and grew to 14 franchises and 50 employees.

Mike sits on the local chamber of commerce and would like help employees with professional development, but is also a busy dad with two teenagers. Some of his staff is undocumented and he has to be careful advertising their work hours. He is also trying not to force his employees into anything because past attempts at "Service Hour" weekends have fatigued and demotivated them.

Pain Points

Fatigued employees may underperform
Employees needing to leave work early
Difficulty contacting program director

Goals

Recognition for his efforts
Boost profile in the entrepreneurship and business community
Help for his employees

Tech empathy: Moderate

Devices: Galaxy X6, Samsung ATIV Book 9 Plus 13-inch