



## Noah Reynolds

Age: 36

City: Santa Monica, CA

Job Title: College Admissions  
and Records Coordinator

Annual Salary: \$69,981

List of mobile devices used:  
Android, Tablet, Smartwatch  
and Laptop

Technical comfort: Medium  
Favorite mobile Apps: Uber,  
Amazon, Android Pay,  
Facebook and Youtube.

“I have an inherent need to  
be all things to all people, to  
make certain everybody’s  
taken care of.”

Personality - ESFJ

**Introduction:** Noah is married and a new father. He is part of a big close knit family and the middle child among eight siblings. He works at Santa Monica College. Noah loves his work and his peers. He likes to hang out with his wife, kid, friends, parents and siblings. He loves celebrating special events with his family but hates buying gifts(waits last minute and gets stressed while finding the ‘perfect’ gift).

### Interests

Noah likes to spend time with his baby and family. He loves celebrating the holidays with his family especially Halloween and Christmas. He likes keeping up to date with local policies, community, news and Los Angeles sport teams.

### Concerns

Sometimes, he worried about keeping within his household budget because he has a new baby. He knows that he can depend in his family for help but he’s a worrier. In relation to the mobile App being developed, he worries that he might not find the time to shop for his loved ones.

### Mobile use

He has 15 apps on his phone. When he was single, he had more time. Currently, he wants to spend more time “doing”. He spends most of his free time communicating with his family and friends(text, voice, notes, directions and calendar). He uses his smartphone at work to keep current via FB messenger or text.

### Motivations

He uses mobile Apps to remind him of social events, planning, communicating and for social media. He wants to achieve a good balance in work, family, friends and health. Generally, he uses his phone on the smartphone.

### Scenarios

- Wants to buy a gift for his mother’s birthday.
- Wants to go to the mall when it isn’t crowded.
- Wants the perfect ,last minute, gift at a great price.

#### Want to buy gift for his mother’s birthday

With App: He wants to buy a red(her favorite color) sweater for his mom. Noah searches for product. He finds stores and can look at their list of sweaters. He finds what he is looking for(price and size). He can request to have them placed on hold for an hr. He goes to the store and sees it in person. It’s the perfect shade of cranberry red and her style. Without App: He races to mall. Looks at floor map for store that carry women’s apparel. Races from store to store looking for the sweater that he might or might not find. He spends an hour or two. He is exhausted and numb from the experience.

#### Wants to go to the Mall when it isn’t crowded

With App: When he’s in a hurry, he looks at the app for live feed and ‘peak times’ for the day. He stays away if it’s too busy. Without App: He shows up and have to deal with ‘busy times’.

#### Wants the perfect last minute gift at a great price

With App: During the holidays, as a gift buying procrastinator, he can search and put items on hold to ease his stress. Without App: he can use Amazon and stress about arrival time. Or? Be one of the 100,000s of procrastinators rushing to the mall to get a less then perfect gift.



## Emma Nguyen

Age: 26

City: *Los Angeles, CA*  
(Palms Area)

Job Title: *Fashion Buyer*

Annual Salary: *\$61,000*

List of mobile devices used:

*iPhone, Tablet, Smartwatch and Laptop*

Technical comfort: *High*

Favorite mobile Apps: *Uber, Instagram, Facebook, Sephora, myDressing, Android Pay and Youtube.*

“If you’re offered a seat on a rocket ship, don’t ask what seat. Just get on!”

Personality - ENFP

**Introduction:** Emma is a go-getter, optimistic and charismatic. She lives in the Palm Area with a roommate and her pug Lucy. She is a buyer at ModCloth’s (retro) LA office - she loves her job and peers. Her side hustle is being a fashion, makeup and lifestyle youtuber. To appeal to her target audience, she is up to date on the latest trends. In her spare time, she likes to go out with her friends to eat, shop, party and going to movies.

Interests	Concerns	Mobile use	Motivations
Emma loves fashion, road trips with her girlfriends, hiking, makeup, taking care of Lucy and shopping. Secretly, She likes to read young adult post apocalyptic books. She keeps up with pop-culture, top 40s music and the Kardashians. She hangs out with her 4 girlfriends - Stacy, Monica, Angela and Anna.	<p>She worries about her spending habits. Emma wants enough time to spend with friends and family. She thinks about her next career move. Currently, She is worried about managing her brand on YT better.</p> <p>In relation to the mobile App being developed, she is worried about efficiency and time management in the mall (research).</p>	She has many apps on her smartphone. Emma uses the maximum ability of her phone. She uses it to track her work time, as an alarm, timer, calendar, entertainment (Hulu, Netflix, Youtube Red, Slingbox, etc), news, weather, navigation, etc. She has used the apps for a long time. She uses her smartphone at work relentlessly.	She uses mobile Apps for every part of her life - it is the first thing she sees in the morning and the last thing before bed. She wants to achieve efficiency with immediacy. She wants her desires met when she has a need or want.

### Scenarios

- Find parking easily and remember where she parked.
- She wants to know the latest sales and promos immediately.
- Want look at store's inventory before she sets foot in the mall.

#### Find parking easily and remember where she parked

With App: The moment Emma’s car passes the entrance parking lot lift, she is alerted with available parking spaces. Her smart phone will remember where she parked. When she leaves, she can use android/app pay at the exit.

Without App: She passes entrance parking lot lift. She begins the long stop and drive, stalking other customers who are walking in lot or frustration of waiting for that one driver who sits in car for an hour before leaving. When she is leaving, she gets frustrated again because she can’t find her car. At the exit, she fumbles to find parking stub. At rare moments, the reader will not scan it, give an error and she is at the mercy of annoyed drivers who want to leave “now”.

#### She wants to know the latest sales and promos immediately

With App: She receives alerts on sales and promotion at home or work. She goes to mall to look at the items and purchase. Without App: She goes to the mall, wait for weekly flyer to come to her home or she looks for them on stores’ website.

#### Want look at store's inventory before she sets foot in the mall

With App: At home, she wants to see a specific store’s new season inventory. She can view and research them.

Without App: She goes to store at mall and spend time wandering from rack to rack.



## Isabella Castillo

Age: 41

City: Santa Monica, CA

Job Title: Regional Sales Director

Annual Salary: \$99,427

List of mobile devices used:

iPhone, Tablet, Smartwatch, Laptop and Bluetooth headset

Technical comfort: Medium

Favorite mobile Apps:

OpenTable, Slack, Postmates, BofA, myDressing and Uber.

“Work, love, and play are the great balance wheels of a woman's being”

Personality - ESTJ

**Introduction:** Isabella is career driven and happily married. At work, she is proud of her management skills, eye for talent, mentorship and her career path. She lives in Santa Monica with her husband Marco and teenage son Eric. She's a weekend warrior and loves to spend time with her family when she's not traveling for business.

### Interests

Isabella loves fashion, makeup, perfumes, shopping, home decorating, cooking for her family and taking care of herself physically & mentally. Mentoring young women who are interested in business. She likes to hang out friends and with her immediate and extended family in the Hollywood area.

### Concerns

Currently, she is worried about her dad's recent cancer diagnosis. Spending more quality time with her son before he goes off to college. Finding time to do the things that she enjoys. In relation to the mobile App being developed, she is worried that App might be more work and distracting when she is spending time with friends or family.

### Mobile use

She has 14 Apps on her smartphone. Time spent on phone is concentrated on work, navigation, itineraries, and communicating with family. In her spare time, she organizes her wardrobe, watch home decor tips and DIY on her tablet.

### Motivations

Fashion, makeup, perfumery, shopping, home decorating, and cooking. She wants to achieve balance. She uses the smartphone ,often, for communication - personal and work.

### Scenarios

- Wants to refresh her wardrobe with the aid of the mall's Nordstrom personal stylist.
- She wants to set up an appointment with nail salon (for self and a girlfriend).
- She wants to make a lunch reservation for 'Sixth & Pine' (before they get their nails done).

#### Wants to refresh her wardrobe with the aid of the mall's Nordstrom personal stylist.

With App: Opens app and goes to Nordstrom store info. She fills out the form with the best time for a call from stylist. Stylist contacts her to ask more questions and set up an appointment. Isabella can view appointment on the App and will receive a notification the night and an hour before appointment.

Without App: Isabella will fill out form online. Get phone call and appointment. Isabella has to put in her calendar as a reminder. Stylist may or may not call to give courtesy phone call to remind her of appointment.

#### She wants to set up an appointment with nail salon (for self and a girl friend).

With App: She goes to salon info. She searches for available time with her favorite staff member. She sets her appointment(integrated with salon software). Gets notification. She shares the location pin and appointment with friend via email/App account. Without App: She calls to make an appointment. After she sends friend a text of location. Friend will spend time looking for location in unfamiliar mall.

#### She wants to make a lunch reservation for 'Sixth & Pine' (before they get their nails done).

With App: She opens app. If she made a reservation before, it will be in her previous reservations lists. She makes reservation. Without App: She can use the Google or OpenTable Apps but she will have two App instead of one.