

# SOFIA DIAZ

## TREND-SAVVY

In the Know.



*"GUILTY PLEASURES:  
BUZZFEED, MOCHAS  
AND A YOGA SESH"*

*"HEADED TO THE FLEA  
MARKET FOR SOME  
GOOD FINDS"*

*"ROCK THE VOTE!"*

### ABOUT:

Age: 32

Location: Chicago, IL

Occupation: Program Manager

Family: Husband and 2 year old son

### TECH:

Devices: iPhone 6+, Apple TV,  
Roku, and iPad Pro

User Goals: To stay current on  
tech, politics and what's trending.

Networks: Vice, Uproxx, Mashable,  
Mic, Refinery29, and Casa Linda

### SPARE TIME:

Reads and contributes to online forums,  
frequents vintage shops, travels, rock  
climbs, and loves to stream a good  
movie with family and friends.

### PERSONALITY SCALE:



# SCOTTY COX

## DIGITAL MASTER

Always connected.



*"I AM ALL ABOUT SPACE X. HUMAN SETTLEMENT ON MARS IS THE FUTURE!"*

*"SPOILER ALERT: GUARDIANS OF THE GALAXY VOL.2 WAS EXCITING BUT VOL.1 IS THE WINNER."*

*"I FOUND A SITE THAT SELLS QUALITY CPU PROCESSORS. SCORE."*

### ABOUT:

Age: 23

Location: Phoenix, AZ

Occupation: IT Technician, Yelp

Family: Single

### TECH:

Devices: Google Pixel XL, Pixel C (Tablet), and Acer Chromebook R11

User Goals: What's trending in the digital, engineering, science space.

Networks: Matthew Santoro, Mashable, College Humor, Christopher Walken Through, Engineering Explained, Ars Technica

### SPARE TIME:

Stays current and contributes to tech/science forums, builds and sells computers for side cash, and is engineering a app which will measure distances using sonar waves .

### PERSONALITY SCALE:



# TONY WILLIAMS

## CHANGE-MAKER

Next movement.



*"READ, SHARE KNOWLEDGE,  
AND SPREAD LOVE"*

*"BE THE CHANGE YOU  
WANT TO SEE"*

*"MUSIC; FOOD  
FOR THE SOUL"*

### ABOUT:

Age: 40

Location: Baltimore, MD

Occupation: Site Director, Boys & Girls Club

Family: Girlfriend of 15 years

### TECH:

Devices: iPhone 5s and iPad mini

User Goals: To stay current on world / local news and music content, and to take a break from life for a laugh.

Networks: TYT, Newsy, Maker Music, All Def, Epic Rap Battles

### SPARE TIME:

Active in his local community and is a leading advocate for inner city youth. In his free time he plays percussion in a band, and likes to share info with his students at the Boys and Girls Club.

### PERSONALITY SCALE:





# JESSICA WALTERS

## CHANGE-MAKER

Knowledge is Power.



"VOLUNTEER, GIVE BACK,  
BE KIND."

"EDUCATION IS POWER"

"GOALS: TO MEET LIL BUB"

### ABOUT:

Age: 38

Location: Washington, D.C.

Occupation: Urban Planner

Family: Husband, two rescue dogs,  
and a hamster named Hank Hill.

### TECH:

Devices: Android, iPad mini and  
iPod nano

User Goals: Stay current on world  
news, documentaries, and to unwind  
with funny or cute animal vids.

Networks: TYT, Newsy, Broadly,  
The Pet Collective, Faily Army

### SPARE TIME:

By day, she rebuilds urban spaces for  
communities throughout the world. In  
her free time she's at the park with her  
family, reading current events, and  
hosting SPCA fundraisers.

### PERSONALITY SCALE:



WATCHABLE