

Emily Shibben

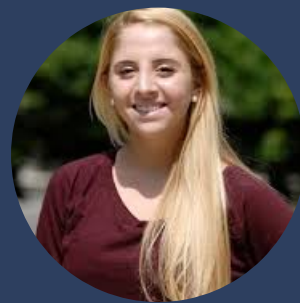
age: 18

residence: Columbia, SC

education: Highschool diploma

occupation: None

marital status: Single



"UofSC does not have enough events for me you know. I feel like since I am a unique person, like, I don't feel at home on campus"

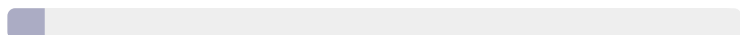
I spend my days going to class and going out. Occasionally, I will get Starbuck's throughout the day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- College degree
- Tutor
- Job

Values

- Communicating skills
- Relationships
- Icks

Criteria For Success:

I need a good environment to do good in my classes. With that being said, I need to focus hard on my school work instead of going out everyday day. Having a good sleep schedule could also benefit me with a good app that can keep track of everything I want to do on campus.

Wants

- Mentor
- Scholarships
- Car

Fears

- Never making it in life
- Bugs
- Clowns



Jon Doe

age: 23

residence: Greenville, SC

education: Bachelor in Computer Science

occupation: Admin

marital status: Married with a kid



A quote from to help define their voice and personality.

I work because it pays for my league of legends. I am very knowledgeable in all things computer though.

Comfort With Technology

INTERNET



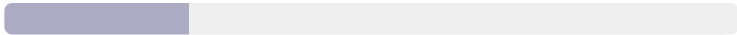
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- communication skills
- get to know what people around campus like
- familiarize himself with all the fads and lingo

Values

- Smartness
- Creativity
- Health

Criteria For Success:

Thinking in a different way instead of thinking in code 24/7. I think this will allow me to relate to more people and make a better situation for myself in the long run. I also do not need to shy away from new opportunities and get out my comfort zone.

Wants

- new car
- make the world a better place
- to make a new game with his code

Fears

- energy drinks
- meeting new people
- the dark



Rocky Story

age: 24

residence: Sumter, SC

education: Bachelor degree in Marketing

occupation: Marketing assistant

marital status: Single



Marketing and boxing are the same. Marketing has sells whereas boxing sells tickets.

My day consistently has boxing and marketing in it. I wake up and go to my first training session for boxing. 9-5 pm I will do my marketing job and after I will go to my 2nd session for boxing. The day ends and I go to bed.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Understand about what this app is achieving
- What will teenager/adults find this app
- What can I do to be able to make this app prosperous

Values

- Hard work
- Dedication
- Morals

Criteria For Success:

I need to explore what college students are thinking now. Times have change and with that, our app has to fit these times. Our app flourishing relies heavily on if the students knows the app exist.

Wants

- A girlfriend
- To help students have a good college experience
- A new episode of his favorite show to come out

Fears

- Public speaking
- Worms
- Getting a chronic disease