

Jennie Lee

age: 19

residence: SC

education: High School Diploma

occupation: Waitress in a local café

marital status: Single



"Nothing is stressful than my first year circulating through college"

Jennie Lee is a first year college student. She has a part time job while she studies for her major. She is also the first person in her family to go to college making her a first generation college student.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

An essential app that can make any freshman year easier.

Needs

- Excellent User Experience
- Easy Involvement with College Staff
- Connecting with other Students
- Easy College Layout for the User

Wants

- A easy accessible app

Values

- Detailed communication
- Well rounded style guide
- Detailed Routes

Fears

- Being Lost on College Campus
- Late for Classes
- Messy Schedule

