

Bob John

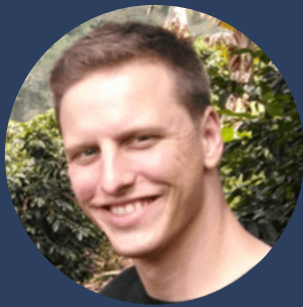
age: 19

residence: Detroit, Michigan

education: Freshman in college

occupation: No job

marital status: Single

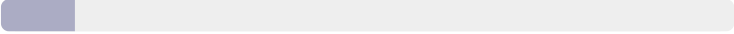


"Life is like a jar of peppers. What you do today can burn your butt tomorrow".

Likes to study, workout, and hang out with friends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

We need our app or website to be intuitive and easy to navigate.

Needs

- Downloadable app or useable website where he can get his classes from.

Wants

- Intuitive design so someone with low technology comfort can still use.
- Classmate pairing so he can join classes with his friends.

Values

- Values time and efficiency
- Values reliability

Fears

- Fears that he will fail college and disappoint his family
- Fears losing all his friends