

Angelica Jolly

age: 28

residence: Colorado

education: Bachelor Degree

occupation: Works for an aerospace company

marital status: Single, no kids



"Love, life, laughter"

Angelica lives a very busy lifestyle. To start her day, she likes to go to the gym and workout. Her workouts are self-paced and usually last no longer than an hour. Her favorite day at the gym is leg day. She works full-time and attend school part-time. She has an English Bulldog name Kai that is 5 years old and she enjoys spending time with him. Even though she has a parking pass, she has trouble with parking on campus even if she arrives early.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

In order for Angelica to feel successful she has to start her day early and at the gym.

She also have to ensure she has time to study outside of class.

Needs

- Angelica needs new tires on her car as the tread is starting to disappear
- Angelica needs to ensure she walks her dog daily so he doesn't gain anymore weight

Values

- Angelica value being on time
- Angelica value being honest
- Angelica value spending time with family and friends

Wants

- Angelica wants a garage parking pass
- Angelica wants to get another bulldog so that Kai can have a playmate
- Angelica wants to make all As in class

Fears

- Angelica fears spiders
- Angelica fears snakes

Barb Wyer by Azariah Laulusa

age: 20

residence: Lexington, Columbia

education: College Junior

occupation: Math tutor

marital status: Single without kids



"Work hard, worry later"

Barb Wyer's daily schedule includes doing a morning tutoring session at Beechwood Middle from 8:30 am to 10:30 am. After his session, he drives to his 12 o'clock class at the University of South Carolina. He tutors and goes to college five days a week, which leaves him only the weekend to relax and work on assignments.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Pass classes

Help students do well

Obtain an internship

Graduate

Be a math professor

Needs

- Better daily schedule
- Fast way to access a parking spot
- Nutritious breakfast
- Alone time

Values

- Mental and physical health
- Time management
- Knowledge

Wants

- Designated parking spot
- Time to relax and work on assignments
- Financially stable job

Fears

- Failing a class
- Being late
- Not finishing or understanding assignments
- Disappointing professors and students



Tony Star

age: 26

residence: NY

education: Masters

occupation: Business Owner

marital status: Married



"I like to like in New York"

With so many responsibilities Tony tends to be stretched thin, this seems to contribute to how much he respects hard work.

Comfort With Technology

INTERNET



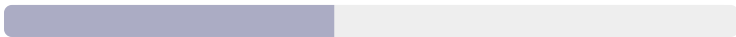
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

When efficiency and quality of work reach a level of high consistency.

Needs

- Improved scheduling
- Complete projects in the target time

Wants

- Evaluate what the best time management plan would be
- Become more organized

Values

- Precision planning
- Communication
- Quality

Fears

- The result or solution making the situation worse
- Making employee lives harder

Ryan Reynolds by James Dolson

age: 44

residence: Columbia, SC

education: HighSchool

occupation: Actor

marital status: Married, Three kids



"I just like to look beautiful sometimes."

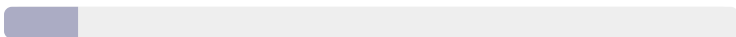
Ryan likes to spend his day at work making movies and content to bring joy to people. He also loves spending time with his wife and three daughters.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

What's needed in order to make him or her feel successful.

Needs

- Quick and simple parking to avoid paparazzi
- Predetermined options with a variety of choices
- Family Time
- Simple and travel flow

Values

- Family First
- Private time away from the public

Wants

- Exciting yet simple interface
- Reliability
- As up to date as possible
-

Fears

- Having an unfortunate event cast a shadow on him or his family
- Getting stuck by paparazzi



Sammy CompSciNewbie by Bhanu Shekhawat

age: 18 (Freshman)

residence: Green Street, Columbia, SC (originally from NJ)

education: Freshman at UofSC: Comp Sci Major

occupation: Student (currently unemployed)

marital status: Single



"C's Get Degrees."

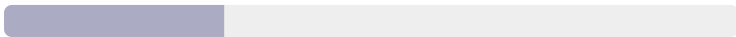
Sammy likes to watch The Office in her spare time to ease her anxiety. She wants to major in Computer Science, and feels more inclined to stay in her major if she can get to her classes on-time. She also wants to make sure she has time to go out to eat at least once a week to get to know the Columbia area and hang out with her friends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To pass her classes and figure out if she wants to stay in Compi Sci
- Make it to every class on-time and attend every class
- Finding a parking spot when the bus is late

Values

- Going out to eat with friends
- Watching Mockumentaries
- Parking spots where she doesn't have to pay for hourly parking

Criteria For Success:

Sammy wants to learn how to manage her life without getting too frustrated. When Sammy is frustrated, she's more likely to stay on Instagram or have an anxiety attack.

Wants

- Pass with at least a C
- Stay off social media so Sammy can focus on school
- Learning fastest way to get to class/closest spot to classes
- Drive to Swearingen and find a spot if Sammy is running late

Fears

- Failing any of her classes
- Missing a class on the day of an exam/surprise quiz
- Being late all the time