

# Wilburn Roma - Kishan Patel

age: 21

residence: Seville, Spain

education: Software Developer

occupation: Data Analyst

marital status: Single



*"It's too late to give up now"*

Wilburn spends the majority of his day studying, and when he isn't studying he is working. He is a very dedicated student and employee, who motivates and drives others to push on forward. He enjoys to play soccer with friends and family on a daily basis.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

He is aiming to achieve a higher position in his currently job as a Data analyst at Delta Airline.

## Needs

- A mentor to drive him to keep going and to push him to his limits
- Worthy competitors to challenge himself

## Values

- His family
- His time and management
- His peers' opinion

## Wants

- To make his family proud at home
- To become and stay fit
- To become his best self

## Fears

- Fear of loosing track
- Fear of failing at work or school
- Fear of heights

# Jack Parlor - Travis Shuler II

age: 24

residence: Virginia Beach, Virginia

education: Graduate Student

occupation: Accountant

marital status: Married, No Kids



*"I want to make more money to support my wife"*

Jack spends most of his days at work in his office at a private accounting firm. Whenever he has free time, he spends that time with his wife whether it's cooking together, watching their favorite TV show, or enjoying a night out together.

## Comfort With Technology

### INTERNET



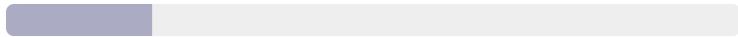
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

New to the school and needs the ability to locate his classes so he won't walk in late or make the wrong impression of himself to the professor.

## Needs

- Have access to the software on any device such as laptop, iPad, or iPhone.
- Doesn't require fast internet

## Values

- Very methodical in how he plans out his time and day
- Gives effort to any task or objective given

## Wants

- Upload his schedule and have the map locate his classes
- Know what his estimated time of arrival
- Informed of the fastest route to his class or any campus location

## Fears

- Getting embarrassed by others, professors, or peers
- Being late to an event or class
- Stuck in unnecessary traffic

# Meredith Smith - by Kayly Tran

age: 25

residence: Columbia South Carolina

education: High School

occupation: Works at a restaurant as a server

marital status: Single with two kids

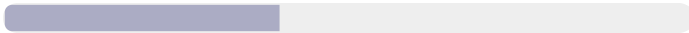


*"hard work pays off"*

Meredith typically first gets her kids ready for school in the morning in their one room apartment that she rents. After the kids get picked up by the school bus, Meredith then goes and gets ready for work. She usually gets to work by walking because she can't afford to pay for the city shuttle. A neighbor's also has kids that goes to the same school so they pick up Meredith's kids and stays over at their house until Meredith gets home from work late at night. Just in time for bed time. Then the whole thing starts over again.

## Comfort With Technology

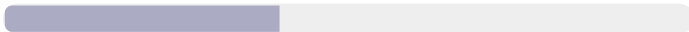
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Meredith feels successful when she is able to provide for her children and make them feel safe and happy. Meredith has a tight schedule so she can't afford getting lost around campus.

## Needs

- Time to care for her children and to support them.
- Time to work for a stable income.
- access to computers, programs, or anything else she needs for her studies

## Wants

- I higher degree to get a better job. If she has a better job she'll be able to provide for her children more comfortably.
- to fit school into her busy schedule without complications
- free time to do hobbies and enjoy her free time and to not just work all the time.

## Values

- She values time for and with her children.
- She also values hard work and growth as a person a in the workplace.
- She really values people with a good moral compass and understands other people with compassion.

## Fears

- Letting her kids down
- Losing her children because she won't be able to care for them
- Not being able to juggle between school, work, and her kids
- Being late

# Dreamer Sehul - Om Patel

age: 20

residence: Gujrat,India

education: Currently a college student, Studying bussiness

occupation: Work part time at grocery store and manage bills

marital status: Single



*I am not lazy, I am just on power saving mode.*

He usually wakes up late and sleeps late at night. As his colleges starts in afternoon he got plenty of time to make things done in time. He is super socially active person on social media and gives reply very quick. Even being too lazy sometimes, always finishes his assignments on time. Always follow a ritual to go to Jain temple every sunday. He never miss a cricket match of Mahendra Singh Dhoni.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

- wants to do master in bussiness
- Considering a foregin country for masters
- Wants to be a part of sports management team

## Needs

- Have to apper in IELTS exam
- To get the scholarship for foregin studies have to focus on study more.

## Values

- Always respect his parents
- doesn't believe in fight
- Things can be better just by having a healthy conversation

## Wants

- Wants to play cricket
- Wants to focus on fitness
- Make a youtube channel(not decided about what)

## Fears

- Losing his parents
- Sometimes couldn't able to convey himself to others
- Can't be appear in physical fight

# Gary Spencer by Daniel Miller

age: 55-65

residence: Columbia SC

education: Bachelors

occupation: Student

marital status: Married

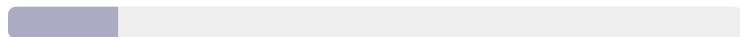


*A quote from to help define their voice and personality.*

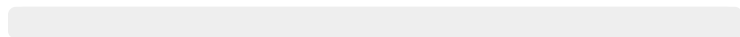
Gary is going back to school in his retirement but struggles to remember/ find classes particularly at the beginning of semester

## Comfort With Technology

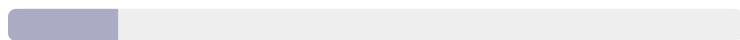
INTERNET



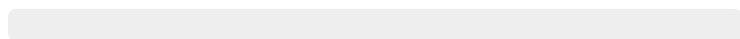
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

accessible and intuitive technology

reminders to go to class

a way to connect with other students

## Needs

- To be able to find and do well in classes
- To stay involved in activities

## Values

- Self Reliance
- community

## Wants

- To learn new things and skills
- To make his everyday life easier

## Fears

- Being out of touch with the world
- not being able to keep up with technology
- being isolated from peers