

Benjamin Button

age: 19

residence: SC, Columbia

education: Sophomore In college

occupation: Student

marital status: Single



"Cool dude with a rad tude"

Benjamin will typically spend his day studying and doing homework. He doesn't have much time in the morning to get breakfast due to have an early morning class, so he opts to get lunch and dinner during the times he sets for lunch breaks.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being on top of his assignments as well as maintaining his grades.

Needs

- Letters of recommendation
- Chemical engineering based accolades
- A mentor

Values

- Success In College
- Obtain an internship for the chemical plant

Wants

- Better access to snacks for the morning
- Access to school supplies without having to walk to the bookstore
- More paper for notes

Fears

- Getting a Bad grade
- Making bad first impressions
- Being too anxious when talking to people

Frank Tyler

age: 30

residence: Columbia, SC

education: Masters in Network Administration

occupation: Network Administrator/ IT Support for a small company

marital status: Married with Kids



"We seem to have an Id10t error here"

Frank works very hard at his job and often forgets things such as food, his wallet as well as basic supplies. He likes to joke around but always gets his work done.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being able to adapt and get his work done if he has a busy morning and does not have something he needs

Needs

- Accessible food
- Office supplies

Wants

- Competent People
- Easy ways to get what he needs if he forgets something

Values

- Intelligence
- Humour
- Honesty

Fears

- Spiders
- Snakes

John Silverman

age: 21

residence: Atlanta, GA

education: In College

occupation: Personal Trainer

marital status: Single



"I want to maintain a healthy lifestyle, even when i'm on the go"

Attends classes at college from 8:00am-12:00pm on most days, works as a personal trainer at a local gym from 1:00pm-5:00pm, and then goes home to study for the rest of the night. Typically goes outside and exercises on weekends with friends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- A good support group
- Facilities to support his hobbies

Needs

- A place on campus to grab lunch
- Healthier food options

Values

- Exercise
- Healthy Eating
- Convenience

Wants

- Quick and easy to get snacks
- Variety of options to choose from

Fears

- Becoming too busy with work or college
- Not having enough time on the weekends for his own personal time

Qian Chen

age: 20

residence: Columbia, SC

education: College

occupation: College Student

marital status: Single



A quote from to help define their voice and personality.

She spends almost all her day on campus going classes after classes. She doesn't have a lot of time for lunch, so she needs to buy lunch from cafe or vending machines. However, with cafe on campus being so busy during the day, she usually buys from vending machines.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To have a lunch that is healthy and fast.

Needs

- More choices in vending machine other than chips.

Values

- She values healthy food but needs the food fast.

Wants

- Healthy and fast lunch.

Fears

- Current vending machine food is not healthy, but she cannot buy from cafe due to limited time available for lunch.