

# Jess

age: 19

residence: Columbia, South Carolina

education: High School Diploma

occupation: Grocery Bagger

marital status: Single and ready to mingle



*I just totes loves this school and the peeps so much like wow*

I totes spend most of my day in my dorm or at Starbucks with my girlfriends. School is just too much sometimes so I must have my daily dose of coffee or I'll lose my mind.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Everything must be simple and plain as day for me to be successful I cant be assume that I can think for my self smh

## Needs

- I need there to be a Starbucks near by at all times
- Charging locations for my totes cool new and hot iPhone 15 max pro x edition

## Wants

- I want more Starbucks locations around campus that would be totes cool
- More transportation to classes since walking is such a hard task in my everyday life

## Values

- I have 1000 followers on my Insta
- My dad got my back no matter what fam
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## Fears

- I might have to do some of that thing where people call it thinking for my classes
- yeah just like yeah...