

Name

age: 20

residence: Columbia, SC

education: High School Degree

occupation: Student at university

marital status: Single



This is John, He is a student currently enrolled at UofSC and lately he's been trying to lose weight but the cafeteria's lack of nutritional facts make this difficult for him

A quick summary of behaviors and practices like how he/she spends their day.

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

- These should be required
- This might be Spanish localized content
- Support from higher ups

Values

- Qualities that he or she values
- High level planning is an example

Wants

- Wants are something that is not required but delights
- This might be the holy grail feature
- It delights him or her with its simplicity or completeness

Fears

- Fears are the things that keep him or her up at night
- This might be something like failure
- But might also have to do with real fear