

Amira Thompson

age: 21

residence: Winston-Salem, NC

education: Pursuing a B.A. in Political Science (Pre-Law Track)

occupation: Part-time Library assistant, Full-time Student

marital status: Single

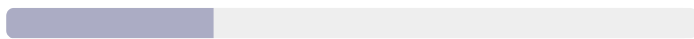


“I want to get ahead after college—but it’s hard to find good opportunities when you’re not at a big-name school.”

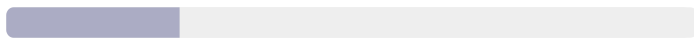
Amira is a junior at Winston-Salem State University. She is a commuter student and has a hard time making connections on campus because she commutes and she spends most nights at work at a library of campus or studying there.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Localized, relevant event listings
- Visibility into networking opportunities beyond WSSU
- A way to connect with people who share her ambitions

Values

- Clear goals and reliable tools to reach them
- Professional empowerment for underserved communities
- A supportive network of peers and mentors

Criteria For Success:

She wants to build her resume to get into a good law school. She finds it hard to make connections in law because she attends a small school and commutes there. She mainly wants to access opportunities that boost her law school applications

Wants

- A professional, student-friendly design with zero clutter
- A stress-free way to network that doesn’t feel awkward or forced
- Events geared toward small college students

Fears

- Being underprepared for law school or interviews
- Losing out on career opportunities due to lack of access
- Not knowing where to start or who to talk to
- Feeling isolated or overlooked in professional spaces