Jordan Smith

age: 19
residence: University Park, PA (On campus at Penn State)
education: Pursuing a B.S. in Computer Science
occupation: Part-time waiter, Full-time student
marital status: Single

"I hate missing events that could help my future just because I didn't hear about them."

Jordan is a sophomore juggling a full class load, part-time work, and involvement in a coding club. He relies heavily on tech to stay organized, but often feels overwhelmed by the number of disconnected platforms.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

He wants to build a strong resume and professional network before graduation, but finds it hard to keep up with career workshops, networking nights, and club meetups scattered across campus emails and Instagram stories.

Needs
- A centralized place to find events and RSVP
- Alerts or reminders about deadlines or events
- An easy way to meet other attendees before and after events

Values
- Staying productive and organized
- Making the most of college to prep for post-grad life
- Building real connections

Wants
- Integrated with iPhone's built in calendar app
- Ability to quickly connect with others at events via the app
- Easy profile creation

Fears
- Missing out on internships or professional opportunities
- Feeling behind peers in terms of networking or resume-building
- Wasting time attending irrelevant or low-quality events