

Name


age: John Smith

residence: Columbia, SC

education: College Sophomore

occupation: N/A

marital status: Single



"I feel like the options for food aren't that vast"

He enjoys reading, writing, and watching movies.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Having more restaurant options.

Needs

• Different places to eat from

Values

• He values having options

Wants

• To not feel like hes eating the same things everyday

Fears

• He fears he'll have to eat the same things all the time

Name


age: John Doe

residence: Columbia, SC

education: College Freshman

occupation: N/A

marital status: Single



"Im having trouble with Spanish and a tutoring center would be helpful"

He spends his time hanging out with friends and working out.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Creating a tutoring center would help him with Spanish.

Needs

• He needs a way to get efficiently tutored without having to struggle to find one.

Values

• He values having good grades.

Wants

• To have a smooth semester in Spanish

Fears

• That he wont pass Spanish this semester.

Name


age: Jane Doe

residence: Columbia, SC

education: College Freshman

occupation: N/A

marital status: Single



"I'd like to have events for my dorm so i can get to know people"

She likes to meet new people, study, and read.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Having her dorm community host events.

Needs

• Social events from her dorm.

Values

• Meeting potential friends.

Wants

• To meet new people.

Fears

• Not being able to meet new people.