

John Smith, by Jenny Scholz

age: 32

residence: Columbia, SC

education: Junior year in college

occupation: Server at a local restaurant

marital status: Married with kids



"I want to show my kids how hard work and determination can pay off"

John has always been an organized and hardworking man, he had to attend college a little bit later than most as he had to provide for his family. He spends his days working all day, and any free time he has is spent with his kids, he has never had an easy life and he is determined to get his degree to get a better job to support his family and give his kids opportunities that he was never fortunate enough to have growing up.

Comfort With Technology

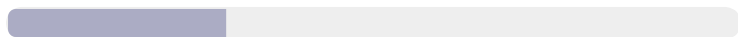
INTERNET



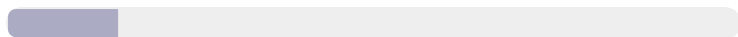
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

John will succeed with an easier way to view his schedule and see upcoming due dates for him to maximize his time in the most efficient way possible.

Needs

- Easy access to his online class schedule
- Clear understanding of which platform to use to attend specific classes
- To graduate on time
- To have enough time to take care of his kids
- To keep his job as a server to pay the bills

Values

- Hard work in academics
- Time and Money

Wants

- Upcoming due dates for assignments for the following month
- Reminders of upcoming tests
- To maximize his time with his kids
- To set a good example for his kids

Fears

- Not graduating on time
- Not performing to the best of his ability
- Having to drop out of college
- Lacking quality time to spend with his family

Joseph Hess by Collin Robinson

age: 18

residence: Columbia South Carolina

education: In college

occupation: Bookstore employee

marital status: Single

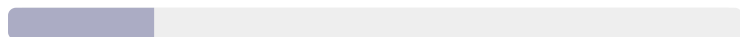


"Sports keep me motivated"

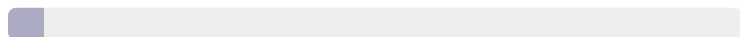
Joseph is your typical American college boy, loves his country, his parents, and every sport under the sun. Spending most of his time outside Joseph has never really familiarized with newer technology so new online schooling methods are dropping his grades drastically.

Comfort With Technology

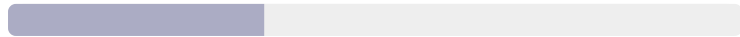
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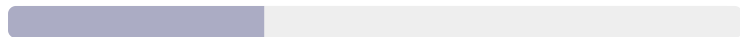
SOFTWARE



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SOCIAL NETWORK



Criteria For Success:

Joseph will succeed with a concise schedule for his day where he can balance and keep track of his school work and football practice, without being too tech savvy of a solution.

Needs

- A clear conscious to preform his best in football
- To graduate to go into sports management
- To get his homework to get done so the above needs are met
- To have a social life in college

Values

- Hard work in sports and academics
- Having a schedule
- Frugal use of money
- Simple app Design

Wants

- An easy way to keep track of online classes
- To work as much as possible for after college
- To practice more sports than football
- More time in his day

Fears

- Fears not graduating because of online classes
- Fears having no money after college
- Fears being alone

Xiu Lee, by John Saidi

age: 15

residence: Columbia, SC

education: High School

occupation: Youtuber

marital status: Single | No



"For every minute spent organizing, an hour is earned."

During Highschool Lee has never been organized, she found herself forgetting about homework, assignments, and missing due dates. About to get enrolled in college in a few years. Lee has realized she needs to improve and hopefully finds a good organization system that works for her.

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INTERNET



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Criteria For Success:

Having an All in one College hub productivity system that will contribute to her success

Needs

- Visual detailed planning (schedule) of every class
- Build-in video conference
- Easy to use

Values

- Time
- Looking at everything/task she needs to complete at her finger tip

Wants

- Reminders
- Recording attendance

Fears

- Procrastinating
- Failing

Bob Ross By: Esam Sartawi

age: 25

residence: Columbia, South Carolina

education: Bachelors in Business

occupation: Entrepreneur

marital status: Single



"Customers and business can become too hard to manage alone"

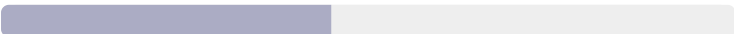
Bob spends his days at home on his phone and on social media looking for clients to sell items to. He also regularly checks the stock market. He hopes one day that he will be able to become a successful business man without the help that many other people receive.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A detailed Schedule that he can view at anytime of the day
- More income in order to sustain his high-spending life

Values

- Can use social media well to find clients
- Knows the Stock Market very well

Criteria For Success:

Bob needs software that can alter his life by managing his schedule to see when he has time. Currently Bob is struggling since he misses most of his appointments and cannot book those clients again.

Wants

- A manageable schedule
- To have free time to clear his mind and achieve

Fears

- He won't be able to become a successful businessman
- Fears having too much money

