

John B.

age: 18+

residence: Columbia, SC

education: College

occupation: Student

marital status: Single



Like i'm a college student man.

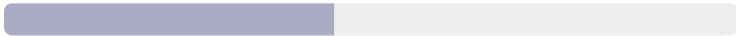
A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Find up to date information on events

Find events near by

Needs

- What university events are coming up
- What sponsored events are upcoming
- Who is going to be attending

Values

- Quick and Easy access to upcoming events and activates

Wants

- Updates on upcoming off campus events

Fears

- Missing out

Peter Parker

age: 25

residence: Manhattan, New York

education: Doctorate in Biochemistry

occupation: Freelance Photographer at Daily Bugle

marital status: Single



A wise man once told me, "With great power comes great responsibility."

Peter is very reserved and shy. He typically goes to his job, Daily Bugle and takes photo of local hero, Spider-Man.

Comfort With Technology

INTERNET



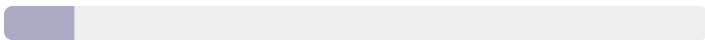
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Respect from boss, JJ Jameson
- A raise income

Values

- Determination
- Resilience

Criteria For Success:

Being presence in his friends and family's life.
Become an successful scientist.

Wants

- Wants a family with future wife, Mary Jane-Watson
- An average American life

Fears

- Fail the people he cares about

Name

age: Sarah Smith

residence: Columbia, SC

education: Some College

occupation: College Student

marital status: Single



I wish I knew more about campus opportunities

Goes to class and not much else

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Will be able to find previously unknown information on campus events

Getting involved in campus community

Increased involvement with different aspects of student life

Needs

- Information about University events is displayed
- Information about Student Organization events is displayed
- Information is accurate and regularly updated
- High participation from student organizations
- Product is easy to use

Values

- Planning in Advance
- Visual compactness
- Concision
- Time management
- Responsiveness

Wants

- Interface is Aesthetically Pleasing
- Information is displayed easily and clearly
- Dates are able to be filtered
- Categories are able to be filtered
- Regular email reminders can be set up

Fears

- Fear of missing out on potential events
- Not feeling involved in campus community
- Unaware of ways to be involved
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