

John B.

age: 18+

residence: Columbia, SC

education: College

occupation: Student

marital status: Single



Like i'm a college student man.

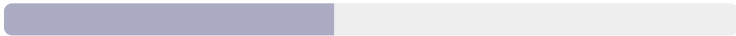
A quick summary of behaviors and practices like how he/she spends their day.

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