

Patrick Smith (Gavin Orme)

age: 21

residence: Columbia, SC

education: High School

occupation: Student

marital status: Single



"Out the way, I'm late"

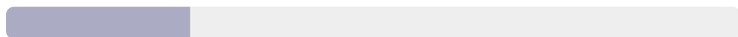
Patrick Smith is a third year college student who is always running to class because he never wakes up on time. He constantly skips meals and classes because of his poor time sleep schedule.

Comfort With Technology

INTERNET



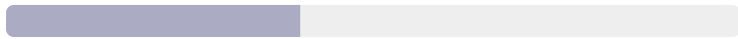
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Getting to class not 5 minutes late makes Patrick feel good about himself.

Needs

- - A quick way to see what food is available near him
- - A faster way to get to class
- - More than four hours of sleep

Values

- - A good late night movie
- - Playing video games at night
- - A nice meal while he is doing these two things

Wants

- - An electric bike
- - More sleep, less class
- - More late night snacks

Fears

- - 8 AM classes
- - Assignments due in the morning