

# Patrick Smith (Gavin Orme)

age: 21

residence: Columbia, SC

education: High School

occupation: Student

marital status: Single



## *"Out the way, I'm late"*

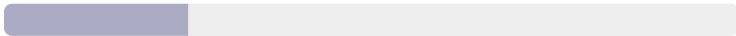
Patrick Smith is a third year college student who is always running to class because he never wakes up on time. He constantly skips meals and classes because of his poor time sleep schedule.

### Comfort With Technology

INTERNET



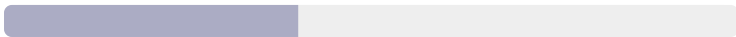
SOFTWARE



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