

James Peterson

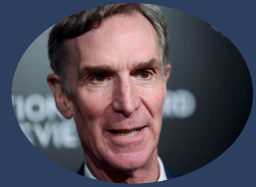
age: 21

residence: Columbia SC

education: Studying Engineering at USC

occupation: Full time Student

marital status: Single



"Hey bro, how many sets you got left?"

Likes to spend time reading and going to the gym after he's done with classes. He is a devoted student but gets mostly Bs and Cs in his Engineering curriculum.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Easy to access information
- Accurate information
- Ways to remain anonymous

Values

- Privacy
- Companies being open with customers
- His time

Criteria For Success:

A successful app will enable James to complete tasks with less time spent waiting.

Wants

- Well Designed GUI
- To be able to plan his day

Fears

- His location being tracked all the time
- Waiting in long line



Frank Simpleton

age: 19

residence: Columbia, SC

education: High School

occupation: Student at USC

marital status: Single

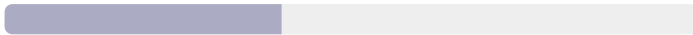


"Everywhere's always so darn crowded"

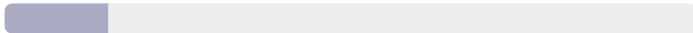
Frank is a business major at the University of South Carolina who frequents areas like the Russell House and the Strom Thurmond fitness center.

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SOCIAL NETWORK



Needs

- Needs a simple, intuitive interface

Values

- Privacy
- High quality programming

Criteria For Success:

A functional app will allow him to be a more effective student

Wants

- Cool design
- Easier access to campus amenities

Fears

- Failure
- Missing meals
- Poorly designed interfaces

Jim Ratt

age: 18

residence: Columbia, SC

education: High School

occupation: Full Time Student

marital status: Single



"That person has been on the bench press for an hour"

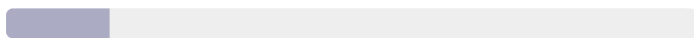
Mr. Ratt looks forward to going to the gym every day at Strom. He needs to eat a lot of food to fuel his training.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To be able to use his time effectively when working out and recovering.

Needs

- A way to figure out how crowded Strom is
- A way to get accurate wait times for food

Values

- Quality
- Accuracy
- Privacy
- Security

Wants

- Be able to connect with friends to meet up
- To be able to customize his profile
- To be able to customize how the time data is presented

Fears

- Waiting in Chic-Fil-A's line for an hour past when his food was due
- Having to wait in line for a squat rack at Strom while his pre-workout leads him to a heart attack