

# John Banner

age: 19

residence: Greenville, SC

education: College

occupation: Does not have a job (College Athlete)

marital status: Single



*I need a better way to see all my assignments on time*

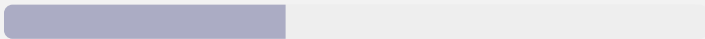
They wake up at 5am to make it to their morning practice and finish at 6:30. They then get ready for classes and are done with classes at 3. After classes they have another practice at 5pm, that last until 8:30pm.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

They need to be able to see all their work in one place because they don't have time to go on multiple different places to find what they need to do.

## Needs

- Learn better time management
- Graduate on time
- More time to study

## Values

- Manages stress well
- A team player
- knows how to ask for help when needed

## Wants

- To be on top of their assignments
- be a better athlete
- Making it to the NBA

## Fears

- Failure
- not being stable

# Sam Hamilton

age: 46

residence: Columbia, SC

education: Masters

occupation: HouseWife

marital status: Married with 6 kids



*"I can't keep up with all of my kids work"*

She wakes up at 4 to get her self ready and then she wakes the kids up at 5 to get them ready for school. She then makes the kids breakfast and then sends them off to class. At 3pm she picks the kids and then

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

She need to make sure her kids are good with their work and also mental and physical.

## Needs

- a better way to manage her kids work
- more to for herself

## Values

- Good time management
- good under pressure

## Wants

- For her kids to succeed in life
- a happy family
- 

## Fears

- Her family falling apart
- her kids dying
-

# Owen Proffit

age: 18-23

residence: Columbia

education: College

occupation: Software Engineer

marital status: Single



## *Why can't it be easy to schedule my school assignments*

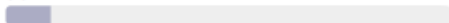
A quick summary of behaviors and practices like how he/she spends their day.

### Comfort With Technology

#### INTERNET



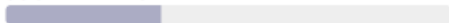
#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Do great in school.

### Needs

- Learn to code
- Graduate College
- Get a high paying job to pay bills

### Values

- Smart
- Easy going
- Great in teams

### Wants

- Money
- Get good grades
- Be in a relationship

### Fears

- Being alone
- Heights
- Failing

# Dr. Mary Lou

age: Mary Ann-Joseph Lou

residence: Athens, GA

education: PhD Computational Neuroscience

occupation: Research at UGA

marital status: Single, without kids



*The secret to a students success is timeliness and organization.*

Reading, ultrarunning, teaching, public speaking, designing courses

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Students to understand the details of their assignments and projects
- An organized, well thought out course load manager
- To work alongside a team of well-rounded and hard-working people

## Values

- Organization and planning
- Streamlining processes that will aid academic pursuits
- Teaching abstract/difficult concepts

## Criteria For Success:

Maintain high performing graduate and undergraduate students

Maintain order and timeliness in order to accomplish objectives efficiently

Learn and grow by getting through objectives quickly

## Wants

- A flexible application to aid semester planning
- Helpful tools and functionality of said application
- Time away from students asking about due dates and assignment details
- 

## Fears

- Students failing or having a difficult time in a course, and that potentially reflecting the aptitude of the professor
- 10 new emails in a day about an assignments details