

# Ben Duker, Jack Hyatt

age: 22

residence: South Carolina

education: BS Computer Science

occupation: Teacher's Assistant

marital status: Unmarried, but has a girlfriend



## *TA work above partying*

Ben is working on his computer all the time. Either code is up and being made, or he is grading assignments for the class he is a TA in. He spends his free time just hanging around with friends and sometimes plays games with them, or with his girlfriend. He sadly hasn't had much time to party during college, so he is behind on the drinking game.

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Needs to be on top of the grind with grading and homework.

Needs to hang with friends and girlfriend to not burn out.

### Needs

- More time to have fun
- Money
- The AC to be on the colder side

### Values

- Time with friends and girlfriends
- His education
- Connections with people in and surrounding his education field

### Wants

- Wants to dip his toes into small drinking at parties or with friends.
- Wants to balance his work and recreation better

### Fears

- Fears that he will hate the taste of certain alcohol when trying to drink and not be able to get into it.
- Fears he could become an alcoholic if he tries to drink a bit.