

# Jeffrey Jefferson

age: 56

residence: Columbia, SC

education: College Student (Non-Traditional)

occupation: Author

marital status: Divorced twice



*"I love writing."*

I often write about food shortages for low-income students. When I began at UofSC, I saw that the meal plan did not allow for delivery, and was upset.

## Comfort With Technology

INTERNET



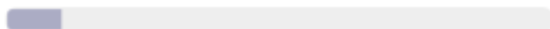
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Fast, easy, and reliable

Cutting-edge delivery technology

## Needs

- Need Italian content
- Easy UI to navigate
- Convenience

## Wants

- Not to worry about getting food, even if quarantine
- Non-contact delivery

## Values

- Creativity
- Artistic Expression
- Faithfulness

## Fears

- I have a autoimmune disease, so the present COVID situation is quick scary.