

Tyler McCraw

age: 18

residence: Los Angeles, California

education: High School Diploma

occupation: Student

marital status: Single

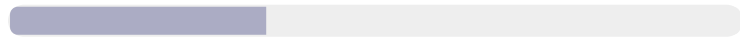


"Plastic straws should be universally illegal."

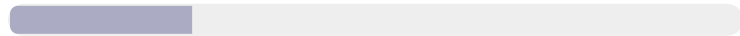
Tyler enjoys watering his plants throughout the day and spreading awareness about the health of our planet. Tyler is a college student at UCLA pursuing a Bachelor's degree in Environmental science and sustainability.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Tyler wants to get his degree for credibility in the workforce in order to start making a larger positive effect on the planet.

Needs

- An organized schedule.
- A singular place to turn in assignments.
- A way to meet online and talk to professors.

Values

- High-level scheduling.
- Being environmentally friendly.
- Spending time outside.

Wants

- A simple way to see his assignments.
- A product that is not complex.
- Personalization on everything virtual.

Fears

- Being late to class.
- Not knowing when things are due.
- Getting behind on schoolwork.
- Experiencing burnout.