

# Robert Cold

age: 19

residence: Columbia, SC

education: University of South Carolina

occupation: Student

marital status: Single



*"I don't feel too well..."*

Rob is a regular student who has a good balance of school and play. While he was playing, Rob caught Covid! He now has to figure out how he is going to balance all of his everyday activities like studying, exercising, and eating healthy while staying under the quarantine laws.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- To get rid of Covid
- Access to healthy food while im sick
- access to my class material

## Values

- Good grades
- Staying healthy
- Spending time with family

## Criteria For Success:

To be succsesfull Rob needs to make it feel like he is not even in quarantine. He should be able to be as happy and healthy as normal.

## Wants

- To get rid of covid safely/quickly
- To eat good while in quarantine
- to still get good grades while im sick

## Fears

- The dark
- Giving other people Covid

# Henry Hater

age: 18

residence: South Carolina, Columbia

education: Freshman in college

occupation: Studying business

marital status: single



*I enjoy the work hard play hard life. But I caught covid! How can your plan help me?*

Henry's typical day consists of getting out of bed at approximately 10 every day. He will have classes from 11-6 on most weekdays. While he enjoys the nightlife of college, he will mostly study on weeknights and go out later on weekend.

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### SOCIAL NETWORK



## Criteria For Success:

His business degree in college and prefers to stay at the school, rather than get sent home.

## Needs

- Access to constant supply of water in housing
- Access to medicine on a 24/7 basis
- Access to communication with a doctor 24/7

## Wants

- Access to a real mattress
- Good food that doesn't taste like plastic
- A good job in the future
- To Graduate senior year
- A high GPA
- To be accepted

## Values

- Good grades
- Close relationships with friends
- Social activities
- Sports
- Overall human interaction

## Fears

- Loneliness
- His own thoughts
- The never ending void that is life
- Spiders
- Snakes
- Bugs

# Thomas Michel, by Alex Fischer

age: 19

residence: Columbia, SC

education: First year college student

occupation: Part time job at a restaurant

marital status: In a relationship



*"I can't wait for football season to start again!"*

Thomas is a determined student who, when not studying, likes to play basketball, watch sports, and play videogames.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Healthy diet to keep his body and mind in shape
- Independence
- Exercise

## Values

- Hard work
- Loyalty
- Honesty
- Cleanliness

## Criteria For Success:

Thomas only feels successful when he is performing at his best. Anything less than 100% is not acceptable. He is extremely competitive and works hard until he comes out on top in whatever he is doing.

## Wants

- Fast cars
- Clean workspace
- Sports on the TV

## Fears

- Losing
- Deadlines
- Roaches

# Joe Snuffy

age: 27

residence: Columbia, SC

education: Highschool

occupation: Student

marital status: single

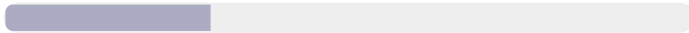


*Do something for yourself today that your future self will thank you for*

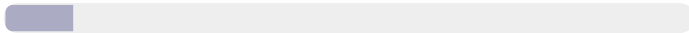
Joe is a student that loves to exercise. He takes his personal health very seriously, and such makes his own meals, instead of buying pre-cooked meals. When he is not studying, he comes up with projects to help further his future career in the fitness industry.

## Comfort With Technology

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### SOCIAL NETWORK



## Needs

- Joe is a health-nut and has to be able to exercise and eat healthily.
- activities to keep himself active
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## Values

- His own education
- His personal health & hygiene
- Working hard to achieve his goals

## Criteria For Success:

Joe is a simple guy. All he requires for success is a neat and quiet space for him to do his work in, as well as daily exercise and healthy meals . As long as these criteria are met, he will be successful.

## Wants

- High-quality meals
- Exercise
- Neat-environment
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## Fears

- Spiders
- Heights
- Getting sick