

# John Wick

age: 40

residence: Columbia South Carolina

education: Doctorate

occupation: Retired

marital status: Single



## *"A Good Death Only Comes After A Good Life"*

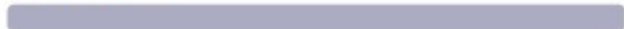
When not "free-lancing", this individual spends most time reflecting on past memories held dear to them.  
Attends extra schooling for fun.

### Comfort With Technology

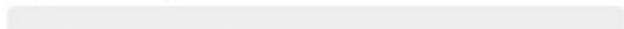
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Needs

- Exact Due Dates & Easy Ways To See Them.
- 
- Information About Class Work
- 
- Easy Ways To Send Emails From Computer

### Values

- Diligence And Extreme Planning

### Criteria For Success:

A good retirement where anything and everything related to their job and past leaves them to rest without intervening with them. This allows focus on school.

### Wants

- Way To Access School Work Offline
- 
- Way To Read Textbook For School Offline
- 
- Way To Stop Requiring Two-Step Verification Every Two Seconds.

### Fears

- Nothing.

# Joe Schmoe

age: 31

residence: Cayce, SC

education: High School Diploma

occupation: Full-time Security Guard

marital status: Married

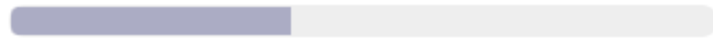


*"I'm just your average Joe!"*

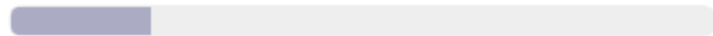
Works overtime weekly to generate capital so him and his spouse can purchase a home and start their family. Spends what free time he has working towards a degree online at USC.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- A program that will be easy to understand.
- To be able to communicate with professors and collaborate with fellow students.
- Guided organization that facilitates less time worrying about what needs to be worked on, and more time working.

## Values

- Simplicity.
- Creating a structured workflow.

## Criteria For Success:

"I'm trying to work towards getting my degree online, while still working full time. I'm running into issues with the confusing programs the school has for everything. I really want to be able to understand what I need to, so that I can get my degree and move on to a better career so I can support a family!"

## Wants

- A program that can be loaded up on any available device.
- Ability to save things for offline work and study.

## Fears

- Missing deadlines that he was not aware of.
- Failing classes due to lack of comfortability with technology.

# Gregory L. Goober

age: 20

residence: Columbia, SC

education: High school diploma

occupation: Part-time job at Moe's

marital status: Single



*"Erm, the current applications utilized in this here university are not quite suitable for my personal academic needs."*

When not in class or at his job, Gregory spends a majority of his time streaming video games online.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Sync between mobile/desktop
- Communication with professors
- Assignment information

## Values

- Note taking

## Criteria For Success:

An app that provides fast, easy access to school documents and helps monitor deadlines.

## Wants

- Customizable appearance
- Offline mode

## Fears

- Price
- Server downtime/uptime