

Maria Valdez, By Katelyn Wyandt

age: 16

residence: Seattle, Washington

education: High School

occupation: International Student

marital status: Situationship



Solo se vive una vez.

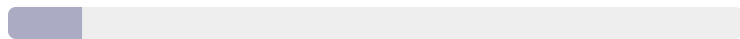
Maria is an international exchange student from Colombia, Latin America. Her hobbies include drawing, video games, and learning about new fashions. She chose to study in America to get out of her comfort zone and experience a whole new culture. Spanish is her first language, but she is also able to communicate in English. She would like to improve her English skills while she is in America so that she can one day have an internship with an American fashion designer. Maria's family will tell you that she loves to get out of her comfort zone and is willing to try anything new at least once, even bell-bottom jeans.

Comfort With Technology

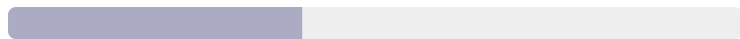
INTERNET



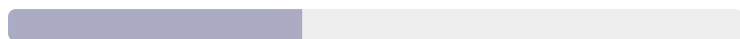
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Ease of app usage for new users
- Accessibility in multiple languages
- Ability to consolidate networking in one space

Values

- Facilitating the process of meeting new people
- Making new friends
- Optimizing her exchange year by making as many friends as possible

Criteria For Success:

Maria seeks to feel connected with those around her and finds happiness when discovering new possibilities for a life surrounded by about 1000 of her closest friends. She feels successful when she is smiling on the cover of a magazine or from the end of the runway.

Wants

- Simple set-up to connect social networks
- Reminders to reach out to new people after certain time period

Fears

- Fears language barrier will be an issue
- Fears she will be unable to make/keep friends
- Fears that she won't be able to convey her love of fashion to friends

