

Samantha Rolison

age: 21

residence: New York City, NY

education: Pursuing B.S. in MicroBiology

occupation: Student

marital status: Single



"I wish I had an easier way to keep track of my assignments!"

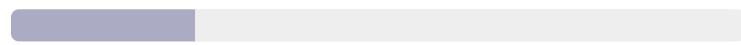
You can find me either studying or spending time with my friends!

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

I need to be supported academically in order to do well in school. School is hard, so I need to be able to focus on doing my assignments.

Needs

- School platform that is easy to navigate
- An easy way to keep track of assignments
- Easy way to submit assignments

Wants

- A calendar that shows all assingments with due dates
- A single page that displays all upcoming assignments with descriptions and submission spots

Values

- Organization
- Simplicity
- Ease of access

Fears

- Not realizing an assignment is due
- Failing a class
- Submitting an assignment to the wrong place