

# Kevin

age: 18-21

residence: Columbia, South Carolina

education: Undergrad

occupation: College Student

marital status: Single



*I need snacks, ASAP!*

Lives on campus. Spends most of the day on going to classes, doing homework, or playing video games. Typically eats between and after classes.

## Comfort With Technology

### INTERNET



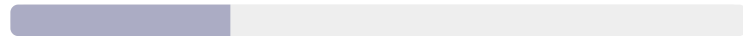
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Being able to quickly and efficiently get food and snacks when needed.

## Needs

- To upkeep and balance all schoolwork
- Sustainable sources of food

## Values

- The upkeep of his schoolwork
- Maintaining relationships and social life

## Wants

- A larger variety of food & snacks
- Faster ways to attain this food

## Fears

- Failure
- Inability to help others

# Penelope Eckhart

age: 18-24

residence: Columbia, South Carolina

education: Undergrad

occupation: College Student

marital status: Single



*It's too hard to get food in college, since I can't drive.*

Lives near campus. Spends most of the work week on campus going to classes. Doesn't eat in between the morning and evening, and only eats dinner after all classes are concluded. Walks to class, or takes the free shuttles provided by the school.

## Comfort With Technology

### INTERNET



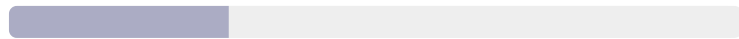
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Needs better access to food
- Needs to be able to be at all classes on time in order to keep GPA

## Values

- Prioritizes education above everything else
- Values health second

## Criteria For Success:

Being able to get food without missing any classes, being able to go through the day and not be starving when she gets home.

## Wants

- Wants to have a variety of food options
- Wants filling, affordable food

## Fears

- Fears getting into a car wreck, and driving in general
- Fears missing classes & missing out on something