

# Johnathon Frengal

age: 18-25

residence: Columbia South Carolina

education: Currently enrolled at UofSC

occupation: Part time at BestBuy

marital status: Single



*Technology is like a fish. The longer it stays on the shelf, the less desirable it becomes - Andrew Heller*

John typically wakes up with a cup of coffee and some TV. He then goes to his job at best buy before returning home to finish up some studying and attend some classes. Usually, after all this, he will try and go out and about with his close friends.

## Comfort With Technology

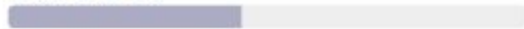
### INTERNET



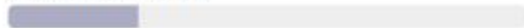
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Order
- Friends
- A to-do list
- Things to do

## Values

- Trust
- Being open
- Doing the right thing
- Being punctual
- Responsibility

## Criteria For Success:

Johnathon needs order and focus in his life in order to feel successful. He is very certain about how he does things and when stuff doesn't go according to plan it often worries him.

## Wants

- Late nights
- Fun
- Tasty treats
- Hedonism

## Fears

- Heights
- Chaos
- War
- Failure



Jonathan Frengal, by William Reid Mozley

## Tyson Terrell, by Mario Misencik

# Tyson Terrell

age: 19  
residence: Columbia, SC  
education: Some college (UofSC)  
occupation: None  
marital status: Single



*"Never speak ill of yourself, your friends will always say enough on that subject." -Charles Maurice de Talleyrand*

After a morning routine of showering and eating breakfast, Tyson spends his time either studying at the library, in classes, or having a meal at the student union. He typically does not interact with anyone outside of his dorm and only prefers the company of a select few people, outside of people on social media.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Tyson feels that he is successful if he finishes college with good grades, has a meaningful and fulfilling career, and ensures to improve the lives of other people.

### Needs

- Routine
- Peace and quiet
- A non-changing place to work hard
- Solidarity and comfort

### Values

- Charisma
- Ambition
- Humility
- Gentleness

### Wants

- Gifts and positive surprises
- Compliments
- A filling meal
- No drama

### Fears

- Paranoia
- Spiders
- Failure
- Betrayals



# Nick Jewel

age: 21

residence: South Carolina

education: Senior at UofSC

occupation: Unemployed

marital status: Single



*"Always try to be better at whatever you're doing. That's how to have fun with it."*

Likes to stagger studying throughout the day as to not burn out of it. Needs to have fun and take mental breaks including hanging out with friends on the weekends or riding a bike around campus.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Always wants to improve skillset but is not afraid to take mental breaks to stay more than 90% focused at the task at hand. Working like a slave and not being focused is hardly working at all.

## Needs

- Criticism
- Friends to distract from work sometimes
- Focus for small study sessions

## Values

- Honesty
- Integrity
- Happiness

## Wants

- Many hours of free time on weekends
- Mini rewards for a hard working session
- To make more time on hobbies

## Fears

- Not being there for others
- Running into a negative cycle of sadness

# Oliver Hutson

age: 21

residence: Columbia, South Carolina

education: Currently attending UofSC

occupation: None

marital status: Single



*"Honesty is the fastest way to prevent a mistake from turning into a failure."*  
*James Altucher*

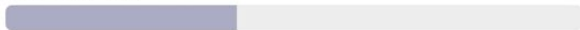
Oliver typically wakes up and makes a small breakfast then goes to class. After class he likes to socialize with his friends or take a nap depending on how late he stayed up the night prior. After he socializes or takes a nap he likes to workout but lately has been skipping.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- A schedule
- Friends
- Family
- Focus

## Values

- Reliable
- Honest
- Efficient
- Bold

## Criteria For Success:

Oliver needs to organize his life better. He would feel successful if he had a daily schedule he could follow.

## Wants

- Socialize more
- Workout
- Happiness
- Games

## Fears

- Failure
- Being alone
- Water
- Flying