

# Christina Seer

age: 25

residence: Augusta, SC

education: Undergrad

occupation: Plumbing

marital status: Single



"YOLO"

Returning undergrad trying to find my way in life.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

- Hard work
- Accept constructive criticism
- Being spontaneous and bold

## Needs

- - Financial Aid assistance
- - Making new friends and sustaining relationships

## Values

- - Good music
- - Honest/loyal friends
- 

## Wants

- - Successful future for myself
- - CEO of my future company

## Fears

- - God our Lord
- - Failure

# John Action

age: 54

residence: Charlotte, SC

education: High School

occupation: Plumbing

marital status: Married | 2 kids



*"Life is like a box of chocolates.. ya never know what you're gonna get"*

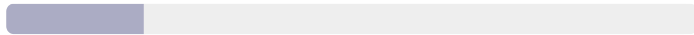
Small town family man trying to raise hardworking individuals

## Comfort With Technology

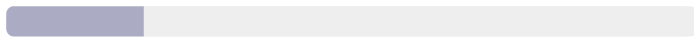
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

- Hard work
- Accept constructive criticism

## Needs

- - Help with getting my child enrolled
- - Navigating the financial aid

## Values

- - God and Jesus

## Wants

- - Successful future for my children

## Fears

- - God our Lord
- - Failure

# Sandra Alvarez

age: 18

residence: Alpharetta, GA

education: HS graduate

occupation: student

marital status: Single | No kids



*"Hard work can get you anywhere"*

As a cottage girl myself, I spent most of my time in nature going on little cool adventures. I love doing outdoor activities and getting my hands dirty when crafting things. I am usually alone when I do these activities, but I want to start making friends to join me on my journey

## Comfort With Technology

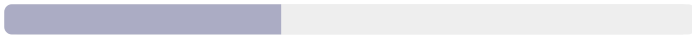
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

- A personalized events feed with reminders for upcoming activities based on their preference.
- One-tap RSVP and integration with their calendar.
- Recommendations for clubs, events, or workshops related to their major or interests.

## Needs

- - Find a centralized platform listing all the events happening on campus
- - Navigating different club websites
- - Recommendations for tailored to their hobbies and career goals, like joining a firm club or attending networking mixers for communications majors

## Values

- - God and Jesus
- - A personalized events feed with reminders for upcoming activities based on their preferences.
- - One-tap RSVP and integration with their calendar

## Wants

- - Find all outdoor activities or events
- - Find all art, craft and creative events in UofSC
- - Find all and locate religious events

## Fears

- - God our Lord
- - AI taking over the world
- - Deforestation
- - Extinction of animals