

# Jonay Rivers

age: 19

residence: South Carolina, Columbia

education: High School Diploma

occupation: Student at the UofSC/Cashier at Publix

marital status: Single without kids



*"Work smarter not harder."*

During the day, I like to go on runs around the neighborhood. In my free time, I like to read books and crochet.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- I need to pay rent for this month.
- I need to make it to class on time.

## Values

- Values honesty in a career.
- Values being reliable.

## Criteria For Success:

I need to be able to see that what I'm doing is making a difference in someone's life.

## Wants

- To make a lot of money
- New experiences in life.
- More knowledge
- A better attendance program for school

## Fears

- That she might not be able to accomplish her goals.
- Afraid she won't be able to meet her parents' standards.



# Mark Smith

age: 45

residence: Charlotte, NC

education: BSCS

occupation: Senior Software Dev

marital status: Married with 1 kid



*I prefer to spend my free time camping with my family, but also enjoy happy hour with colleagues.*

Work from home, eats dinner with family every night. Watches football every Sunday with friends and family.

## Comfort With Technology

INTERNET



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MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Meaningful work that he feels a part of, as well as solid family structure.

## Needs

- To be involved with development
- Up to date on latest technology
- Community involvement

## Values

- Attention to detail
- Honesty, Wisdom, Integrity

## Wants

- Work/life balance
- Quality time with family and friends
- Memories over possessions
- Passive Income

## Fears

- Economic downturn
- Living an unfulfilling life
- Missing out on child's events
- 
-

# professor Kolodziejzyk

age: 32

residence: columbia, SC

education: PHD. in Computer Science

occupation: computer science professor and data scientist

marital status: single with son



*I wish attendance was easier to control. These kids skip too much.*

spends most of the day teaching or working on teaching related things at home. Otherwise spends a lot of time with his son. Cooks, cleans, takes care of the house.

## Comfort With Technology

### INTERNET



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### SOCIAL NETWORK



## Criteria For Success:

healthy relationships and organization. And communication

## Needs

- food
- water
- sleep
- child
- students
- the gym

## Values

- organization
- responsibility
- knowledge and the ability to learn
- trust

## Wants

- to work somewhere more socially impactful
- to have better classroom organization
- to teach meaningful info that will be retained
- wife (new one)

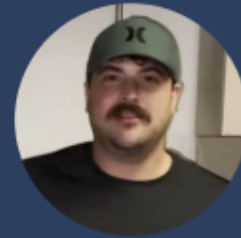
## Fears

- women
- spiders
- political scientists
- liberal arts
- confederates
- custody hearings



# Ordinary Advisor

age: 35  
residence: Columbia, South Carolina  
education: Master's Degree In Counseling  
occupation: Academic Advisor  
marital status: Married with kids



*Students are always asking me to advise them for classes that have no attendance policy. I say enough with the questions and just decide if all classes should have an attendance policy*

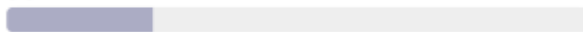
Assists students in monitoring their academic progress. Constantly checks his email to see if any students have any questions regarding their advisement. Likes to cook at home with his wife and kids and make crazy food combos

## Comfort With Technology

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### MOBILE APPS



### SOCIAL NETWORK



## Needs

- A way to get these students to stop asking about attendance

## Values

- Students with a commitment to attending their classes

## Criteria For Success:

Helping students feel satisfied with their academic journey and to encourage them to actual attend class

## Wants

- Students to stop asking him if a class has an attendance policy

## Fears

- Guy Fieri
- Surströmming



# Charles Christopher White Jr.

age: 20

residence: South Carolina

education: Pursuing a bachelor in Liberal Arts

occupation: Full time student

marital status: Desperate

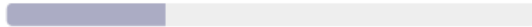


*I wish I wasn't so broke all the time. My parents disowned me as soon as I turned 18 for being a furry, so paying for college is hard. Paying for an iClicker or Top Hat certainly doesn't help.*

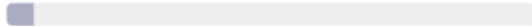
I spend most of my day laying on the floor contemplating the endless void I live in and the meaninglessness of my existence.

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### SOCIAL NETWORK



## Criteria For Success:

If everyone likes me, I feel like im valued in society. Unfortunately that doesn't happen too often. I also feel more successful when I'm on top of my work enough that my terrible study and life habits don't catch up to me.

## Needs

- Sleep
- Food
- Money

## Wants

- Cat girl gf
- more money
- friends
- anyone please

## Values

- Cat Girls
- His highly prestigious discord moderator position
- Sleep
- Dino nuggets

## Fears

- cats
- people
- unpacking his extensive religious trauma
- showers
- deoderant

