

Skylar Cobb

age: 21

residence: New York City

education: Junior in College

occupation: Student

marital status: Single



"Wait, that was today?"

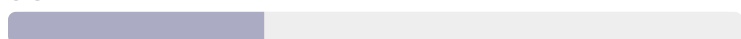
Skylar is a 21 year old college student who has become quite forgetful due to her lifestyle. Her body is starting to become sluggish and she is constantly at a loss for motivation. She is also a part of her college's media team, and wishes to one day become a well-known news reporter.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Skylar wants to remain healthy and hydrated in order to make it out of college and begin her career.

Needs

- To drink more water
- A daily reminder to stay hydrated

Values

- Education
- Friendships
- A good time

Wants

- To continue her 'outgoing' lifestyle
- To meet the cast of "Good Morning America"
- Grow her nails out and discontinue the use of acrylic nails

Fears

- Dehydrating
- Ending up in the hospital
- Failing college
- Losing her contacts