

Emma Smith

age: 20

residence: Columbia, SC

education: Junior in college

occupation: Student; money from parents + student loans + part-time job

marital status: Unmarried, semiserious partner



My head feels like it's going to explode from all the things I have to remember.

Juggling school (classes + homework), clubs, friends, job, and partner, but also wants to have fun on the weekends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Master calendar
- Easy to add/delete/change activities
- Works offline

Values

- Simplicity
- Visually pleasing

Criteria For Success:

Easy to use & make changes to my schedule, one place to manage all my commitments

Wants

- Ability to compare schedule with others & find free time
- Suggested times to do schoolwork/other regular activities

Fears

- Forgetting a major test or assignment
- Double booking herself

Madison Newall

age: 18

residence: Columbia, South Carolina

education: In college, earning bachelors degree

occupation: Works part time off campus

marital status: Single



I'm just starting college and I feel like everything is so overwhelming. It would be great if I could find everything in one place.

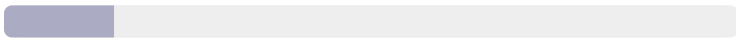
Madison likes to spend time with her friends and wants to experience everything college has to offer. She also wants to be successful at college, so she prioritizes time management, as it allows her to have fun and do well in school.

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SOCIAL NETWORK



Needs

- Easy to use
- Have all appointments in one place
- Be able to plan and see a schedule
- Find things to do (volunteer work, special events, etc.)

Values

- Being on time
- Having a plan
- Sticking to a schedule

Criteria For Success:

She needs a way to get organized and something to help her manage her time. She wants to be able to see everything she needs to do in one place. She also wants to be able to find things to do on campus to meet new people.

Wants

- Experience college
- Be apart of a community
- Not be overwhelmed
- Healthy school-life balance

Fears

- Not being able to manage time
- Missing appointments
- Missing out on time with friends

Alex Barry

age: 21

residence: Columbia, SC

education: HS Grad, Third-year in University

occupation: Works part time on campus

marital status: Single



I already have a lot of schoolwork, homework, and work at my job. When I'm done with that, I just want time to relax and to not need to worry about school.

During the week, he works on schoolwork and homework. He only works on the weekends. He always leaves time for himself to relax, as he wants a break to not worry about everything. He doesn't always remember everything he has to do and gets stressed when he can't remember if he had something planned or not.

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MOBILE APPS



SOCIAL NETWORK



Needs

- Easy to use
- Able to see schedule for month/week/day
- Add events and delete events as needed
- See opportunities for what to do in his free time

Values

- Relieving stress
- Getting things done
- Being on time for everything he can
- Having time to relax

Criteria For Success:

He needs to be able to keep track of his classes, homework, job schedule, and plans outside of those. He doesn't want to miss out on anything just because he didn't remember it was happening. The point of him using our app would be to take away this stress in his life.

Wants

- To do what he wants with his free time
- To have something help him remember all that is going on in his life
- To get his work done without being tight on time

Fears

- Missing out on plans because of his bad memory
- Procrastinating until the last minute about assignments
- Not being able to spend time with friends because he had too much to do

Steva

age: 21

residence: Columbia

education: high school diploma

occupation: student

marital status: single



"bro i hate spending so much time trying to schedule my tasks and assignments"

working out and sleeping

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

a easy to use scheduling app for students

Needs

- integration with university
- free
- easy to use

Wants

- extracurricular activity scheduling

Values

- work-life balance
- not spending excessive time on school work

Fears

- missing assignments
- bad grades
- missing the gym because of school work