Sarah Jones

age: 21

residence: USC housing

education: Junior year of college

occupation: student

marital status: single

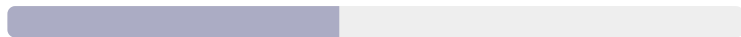*A quote from to help define their voice and personality.*

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Be able to easily set up a club where she can make meeting times and and easily communicate with the group or individuals

Needs

- Needs to have an easy way to organize her club
- Be able to easily communicate with people in her club
- Set dates and locations for meeting and events

Wants

- Very intuitive and simple controls
- Pretty to look at

Values

- She is very social and likes to meet new people

Fears

- Not meeting new people and not creating fun experiences

MOBILITY LABS

John Smith

age: **18-22**

residence: **Columbia, SC**

education: **College**

occupation: **Student**

marital status: **Married, single, with kids, without**

A quote from to help define their voice and personality.

Like to study and get the best grades possible. Overachiever.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

An app that connects them to other students at The University of South Carolina.

Needs

- Access to study groups and on-campus events
- Easy to use app

Values

- Wants to get the best grades possible
- Prefers to study in groups with people

Wants

- Wants to be able to find study groups that take the same classes and are in the same major

Fears

- Not finding friends and groups to study with

MOBILITY LABS

John Denver

age: 50's
residence: Columbia, SC
education: Bachelors in Education
occupation: Teacher
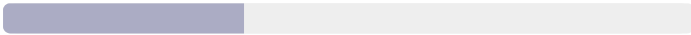marital status: Single

I want to help my students succeed!

Like to help students in any way possible.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Students succeed and enjoy learning.

Needs
- Simple to use
- Works with mobile or PC
- Online

Wants
- aesthetically pleasing
- works for anyone
- free

Values
- Simple things
- Good looking things

Fears
- Confusing interfaces
- Students failing

MOBILITY LABS