

Jerry Smith

age: 18

residence: Columbia, South Carolina

education: High school graduate

occupation: Restaurant Cook

marital status: Single



"Scientists dream about doing great things. Engineers do them." -James A Michener

Jerry is a hard working full-time STEM student and restaurant worker. Between his job and school, Jerry has little time to allocate towards other activities. He prefers living his life routinely and gets stressed when the routine is broken.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

- A service that provides with something that will help stay organized, and in his routine

Values

- Organization
- Lack of change
- Routine based
-

Criteria For Success:

Jerry feels success when he is able to optimize his routine by making good grades and performing well at work.

Wants

- A means of consolidation in all of the services he has to keep with - Blackboard, Dropbox, Self Service, etc.

Fears

- Breaking his routine
- Disorganization
- Sloppiness

Michael Borowski

age: 58

residence: Columbia, SC

education: PhD in Mathematics, University of Chicago

occupation: Adjunct Professor in Mathematics at UOfSC

marital status: Married with two kids



"Math is cool, I think."

Spends the day teaching his classes, working with fellow mathematicians on research, etc. Above all else, Jerry wants something that is easy to navigate and something that has all the functionality necessary for him to run his classes smoothly.

Comfort With Technology

INTERNET

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SOCIAL NETWORK

Criteria For Success:

Michael would like an efficient, simple method of communication and work assignment with his students in order to feel that this service is successful.

Needs

- A system that allows him to post and implement his assignments, syllabi, and grades to his students.
- A system that allows him to make announcements and directly communicate with his students if need be.

Values

- Simplicity
- Convenience
- Practicality
- Minimalism

Wants

- Simple UI - it needs to be something professors of age can work with, as not everyone has the same level of comfort with mobile apps and websites

Fears

- The system will be complicated and switching to a it will be a waste of time / an inconvenience.

Shawn Bates

age: 18

residence: Columbia, SC

education: High School Diploma

occupation: Job or primary way of making money

marital status: Single



I'm excited for my first year at USC, but I think I need a bit more guidance!

Shawn is a first year Humanities student at USC. He's nervous about his first year of college and all the websites that he'll have to keep up with. He thinks he would benefit from having one website that has all the information he needs to access.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Shawn would like a centralized, single place where he would be able to access all things related to his university.

Needs

- A website that consolidates all the websites he needs to use for school

Values

- Ease of use
- Productivity
- Simplicity
- Convenience

Wants

- A social network aspect
- A layout that is easy to navigate

Fears

- Falling behind