

Basil Hazlewood (Will Brown)

age: 21

residence: Cambridge, Massachusetts

education: B.S. Mechanical Engineering

occupation: Unemployed

marital status: Single



"Why did I choose Harvard"

Basil is a struggling student at a prestigious university, seeking to make himself comfortable with his new college. His GPA is almost as low as his social IQ, and he contributes his lack of classroom confidence to his lack of overall confidence.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Gaining a degree in Mechanical Engineering while maintaining a healthy social life.

Needs

- An opportunity for social engagement without losing time for coursework
- A nice "shawty"

Values

- Education
- Status
- Time management

Wants

- Large social circle
- Classroom success

Fears

- Women
- Bad grades
- Large groups