

# Alex Oslen

age: 21

residence: Lexington, South Carolina

education: High School Diploma

occupation: Student

marital status: Single



*"I like to attend a lot of events but, I find it hard to keep up with timings"*

Alex is trying to balance the hustle of a commuter's life, darting between classes, while striving to be as social as possible.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

To find balance between college and his social society

## Needs

- Event Calendar
- Notification System
- Personalized Profile
- Resource Locator

## Values

- User-Friendly Interface
- Real-time Updates
- Personalization

## Wants

- Integration with Class Schedules
- Virtual Campus Map
- Activity Feed
- Career Services Integration

## Fears

- The design should avoid clutter and complexity.
- The application should prioritize user privacy and data security.
- The user experience should be optimized for mobile devices, ensuring responsiveness and speed.