

Natalie Pham, by Reymart Velasco

age: 20

residence: Washington, DC

education: Bachelors Degree (BA)

occupation: College Student

marital status: Single



"If only I had more time"

Natalie is a college student and is majoring in biomedical engineering. She also has a part time job as a retail worker. She loves to try new food, travel, spend time with friends and family, and explore the world. As her classes are piling up, she fails to make any time for herself and her friends.

Comfort With Technology

INTERNET



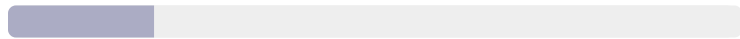
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Natalie needs a workaround for her situation. She struggles to manage time and needs an effective way to meet her responsibilities.

Needs

- A healthy social life
- To learn and do well in college

Values

- School
- Family and Friends
- Mental Health

Wants

- To have a vacation with her friends
- Try new foods in her area over the weekend

Fears

- Losing herself because of her studies
- Being burnt out
- Not doing well in her classes