

Kyle

age: 18-22

residence: Columbia, South Carolina

education: High School

occupation: College student

marital status: Single



"I've been an A student all my life, but I'm falling behind in college!"

Enjoys browsing the Internet when not occupied with school-related work

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

High academic achievement

Needs

- A sound way to budget time
- Incentives for effective time management
- Disincentives for poor time management

Values

- Higher education
- Academic achievement

Wants

- The ability to compare his time management skills to those of others

Fears

- Falling behind in school
- Losing scholarships

Dave

age: 21

residence: NC

education: High School

occupation: College Student

marital status: Single



"What is happening"

Due to poor sleep schedule, I struggle to keep consistent habits on certain times.

Comfort With Technology

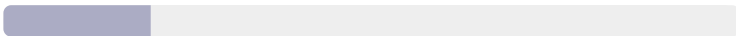
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Managing to sleep on time due to often staying awake.

Needs

- An alarm system to wake him up
- A schedule planner to remind him of events
- Easy access to the app

Values

- High-level planning making
- Easy to use app

Wants

- A problem solver of why he stays up at night
- Motivation to wake up on time
- A way to keep track of his sleep schedule

Fears

- The app not working correctly
- The app is not easily navigated
- App wont give a free trial

Rowan Julio Rapalo

age: 18

residence: United States

education: Ph. D in being sily

occupation: Twitch Streamer

marital status: Too busy chasing the bag



They did me despicable but my money still gru

eat, sleep, girlboss!

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

They ain't believe in us, but GOD DID!

Needs

- Consistent sleep
- Limiting distractions
- Improved quality of sleep

Values

- Quality sleep
- No phones in bed
- Good 7-10 hours of sleep

Wants

- Easy to use GUI
- Built in alarm

Fears

- Oversleeping
- Program is not effective enough



Sadie Doyle

age: 18-25

residence: united states

education: current college student

occupation: Student

marital status: single



"I love looking at social media even if its too late, YOLO"

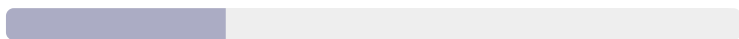
Sadie is a college student who stays up late via bad habits

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INTERNET



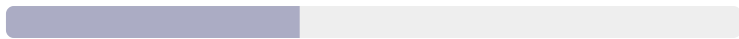
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Her criteria for success is to have a better sleep schedule

Needs

- a better sleep schedule
- the ability to sleep in a timely manner
- a higher quality sleep

Values

- she wants the app to assist her with sleep

Wants

- alarm system in app
- wants background noise while they sleep
- information about getting the best night sleep

Fears

- they are afraid of the app being hard to use
- also, they are afraid that the app will harm their sleep