

*“You’re Second Place”*

Age: 19  
Role: Basketball Player  
Education: Freshman, Undergraduate  
Major: Undecided  
Lives in: Newark, NJ  
Mobile device: Samsung Galaxy S5

**BACKGROUND**

**MAIN POINTS**

* Loves to play basketball
* Spends a lot of time practicing basketball and working out at the gym
* Considers his basketball career to be the most important thing in his life
* Graduates 2018

Kyle Kolakowski

Kyle is an aspiring NBA basketball player living in the dorms at NJIT from his basketball scholarship. He spends much of his time practicing on the basketball court and working out in the gym. He is a new freshman and is currently pursuing a degree as a fallback. Kyle is proud of his basketball prowess in being one of the top players on his high school team. He gets up early every morning to go to the gym and start his workout, and then later on it’s off to the court for some basketball practice. At the request of his parents, Kyle is on track to obtaining a degree in the case that he does not make it big in the NBA. Although he does believe it would be a good idea to have a backup plan, Kyle would like to be recruited by an NBA scout as soon as possible.

Kyle’s choice to enroll at NJIT is due to its division I status and the full basketball scholarship that he was offered. Currently, Kyle is not sure what career he would choose outside of professional basketball, so he has chosen for his major to remain undecided for now, and isn’t thinking about graduation yet.

Being a popular, top ranked athlete in high school, Kyle is certainly not a virgin. He has been with quite a few of the popular girls in the past, but these relationships usually seem to end due to the same problem. Kyle’s ex-girlfriends view him as self-absorbed, that he really only cares about himself and his basketball career. They become frustrated because they believe that Kyle does not spend enough time with them, that the time that is spent with them is just to satisfy him, and so they leave him.

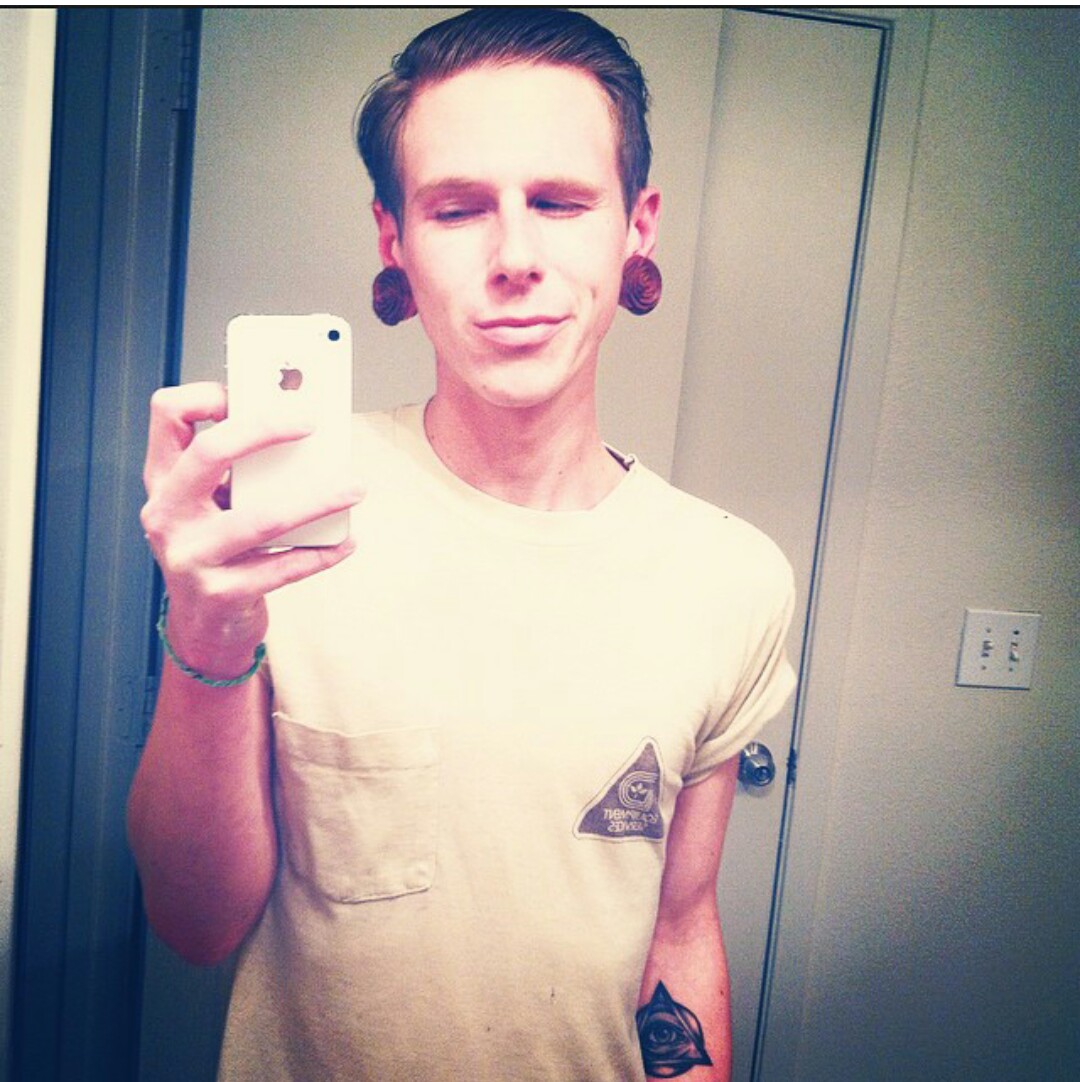
Since coming to college, Kyle has just been looking for girls to hook up with. Kyle’s ideal girl has to be good looking if she’s going to be with a guy of his caliber, and, if she does not want to be disappointed, she will not be looking for a long-term relationship.

**GOALS**

* Find girls to sleep with that are not interested in a relationship

**FRUSTRATIONS**

* Loses potential girls that are interested in a relationship
* Does not want to spare the time to focus on a relationship



Age: 22  
Role: Character Design Intern at GameMaker Studios  
Education: Super Senior, Undergraduate  
Major: Digital Design  
Lives in: Denver, CO in 2 bedroom apartment with roomate  
Mobile device: Samsung Galaxy Note 3

*“You* know, gay, lesbian, bisexual, transgender - people are people*”*

**BACKGROUND**

**MAIN POINTS**

* Graduates May 2015
* Loves playing games, favorite game is League of Legends.
* He is confused about his sexuality, considers himself as Bisexual
* He wants a relationship with a guy and girl at same time to find out who is the right choice for him

Erik Brent Addams

* Work for Riot Games
* Wants people to appreciate his art
* Find a Boy Friend & a Girl Friend who likes games as much as he does

**GOALS**

Erik is a senior in his 5th year studying Digital Design at University of Colorado in Denver. His ideal profession would be designing characters for a game studio, hopefully Riot Games. He spends most of his time playing games or making art, his favorite game is League of Legends, which he plays for almost 2 hours daily. He is an outgoing and friendly person who has a lot of friends online and in person. On a Friday night he is normally at a party with his buddies trying to find the love of his life. He believes in saving his virginity for the right person, for that reason his girlfriend had left him in the past. He is looking for a long-term relationship with either a guy or a girl which does not involve getting physical.

Erik is confused about his sexuality and considers himself as bisexual, he wants to try a relationship with a guy and a girl to figure out what his ideal match would be. It frustrates him when he tells that to people, they think he just wants to have sexual affairs whereas he is still a virgin and doesn’t plan on losing it any time soon. He was never sure and open about his sexual preference, he dated girls in the past but was never open to them about his sexual confusion and they would leave him after finding it out later from other people. After his junior year in college he has opened up about his sexual preferences and is proud to call himself bisexual. He is part of the LGBT community on his campus and at his work.

Erik is also very fond of tattoos and piercings. He currently has 3 tattoos and 2 piercings; he has pledged to himself that he will get his next tattoo whenever he graduates from college, which motivates him to study harder. His final goal before graduating college is to find a boyfriend and a girlfriend, for that reason he attends a lot of parties and goes to different bars every weekend. He has had some luck but he ends them because they all want sex and no one is interested in a long term relationship.

**FRUSTRATIONS**

* When he says he is looking for BF & GF people think he is just looking for a threesome
* Cannot graduate on time because of failing classes



*“Winning isn't everything*

*But wanting to win is.”*

*”*

* Enjoys sports especially running
* Finishing an internship in Sparta Bank Munich
* Enjoys traveling especially in Europe

Age: 26   
Education: Foreign exchange student B.S. business administration  
Major: Business Administration  
Lives in: Munich Germany originally from Ukraine  
Mobile device: Nokia Lumia

**MAIN POINTS**

**BACKGROUND**

Eugenia Kolesnik

Eugenia received a bachelor’s degree in Business from the National University of Kyiv-Mohyla Academy and continued her education and received a master degree at LMU “Ludwig-Maximilians-Universität” in Germany. The goal of completing a master’s degree was a significant and important role in her life as it is a requirement for her desired career of becoming a bank manager. After only a few months in Germany she received an internship position at a bank in Munich. Eugenia received a wonderful recommendation from her employer as an eager, punctual and ambitious worker who can make independent decisions.

Despite her busy life, Eugenia has many hobbies such as sports and traveling. Running is one of her favorites activities, when she decides go to park for jogging rain, snow or heat cannot stop her as she believes that running is a cure for any depression in her life. In Switzerland while traveling in Europe she discovered skiing. After just two days of training she did downhill skiing on the red flag section which is only for professional skiers. The ski instructor was shocked and surprised she even stayed alive while skiing this hill. Interest in sports keeps her body in a good shape and intensive learning is good therapy for her mind. The physical endurance developed from sports allows her to dance the whole night at a night club and attend classes at the university the next day understanding and performing well in class.

Socially Eugenia has been involved in some relationships, the relationship with her first boyfriend ending after 3 years because he cheated on her and she rejected all his attempts to reunite. Eugenia had a vision of a potential marriage and when the relationship failed Eugenia as a result suffered a six month period of depression. Honesty is an important value to her especially when she is romantically involved with the person. Eugenia is not looking for the “perfect husband” just a nice life partner to build a family together. After two additional failed relationships she became fearful of becoming involved in any long term relationships which would not eventually lead to marriage and a potential family.

**GOALS**

* Meet a great person sharing my interests and sports habits (mostly running)
* Find a guy who would care about his career without forgetting of fun

**FRUSTRATIONS**

* Smart, good looking and kind guy is not easy to find
* Failing a long lasting good relationship is a threat



* Loves to go to clubs in the city
* Does not like the people at NJIT
* Graduates 2016

*“*Who wants to go clubbing?*”*

Age: 21  
Role: Interior Designer  
Education: Junior, Undergraduate  
Major: Interior Design  
Lives in: Newark, NJ  
Mobile device: iPhone 5s

**BACKGROUND**

**MAIN POINTS**

Katerina Kozak

Katerina left her hometown in Illinois to go to college, get a degree, and pursue a life of success. She is currently a junior, interior design major and loves to see different architecture and interior designs. She’s currently just looking to have some fun and find some guys to hook up with. She wants to first get a job and establish her career before even thinking about a long-term relationship.

She used to visit clubs in the city over the weekend with her college girlfriends. She only visits clubs, which have a good reputation and are expensive, since it is where she has the most fun and is usually bought the most drinks. She does get hit on by a lot of guys at the club and she does have a drink or two with the person if she thinks he is a good looking guy.

Katerina started thinking about how it has been really difficult for her to adapt to the NJIT lifestyle. She does not really like the people at NJIT and so has not found friends that she would go out to clubs with. She considers most people at NJIT shy and antisocial, her being a really social person back in her hometown in Illinois where she had a lot of friends in her community college where she studied prior to NJIT. She started blaming the fact that she hasn’t made any friends, on the NJIT culture and campus location rather than herself. She wanted to attend NYU, but the tuition was really expensive. Her dad, who owns a dairy farm, was paying her full tuition at NJIT which he also personally likes for their good academic reputation and because it was cheaper compared with most colleges in the state. Her brother, who graduated from NJIT 2 years ago, started working for Intel one month after graduating. Wanting to achieve the same success as her brother who landed a white collar job, Katerina also decided to attend NJIT.

**GOALS**

* Go to clubs in the city and hook up with some cool guys
* Find people she likes that will go with her to clubs

**FRUSTRATIONS**

* Does not like the people at NJIT



Age: 22  
Role: Party Animal  
Education: Senior, Undergraduate  
Major: Information Systems  
Lives in: Newark, NJ  
IG: jc\_alvarez01

* Spends most of his free time browsing social networks
* Graduates in two semesters
* Loves partying
* Loves sorority girls

**MAIN POINTS**

**BACKGROUND**

*“Where the ho’s at?”*

JC Tufao

**GOALS**

JC – Even though it’s his last year at NJIT, he’s always felt disappointed by the school he’s in. After watching “American Pie – Beta House”, and all 3 seasons of “Blue Mountain State” during his senior year in high school. JC wanted to combine the best of both worlds IS (Information Systems) and partying all in one school. His first semester at NJIT wasn’t what he had envisioned, thinking NJIT was something like Penn State University or FSU (Florida State University) where it’s filled with hot sorority girls and insane frat parties. The thought of dropping out haunted him, his strong passion for computers and technology itself prevented him from leaving NJIT. After all, he found it easy meeting people with similar interest in information systems. Now 22, JC travels every Friday and Saturday to Rutgers New Brunswick, to party with his old high school friends who run one of Rutgers wildest frat (Delta Kappa Epsilon). When he’s done with all his homework, and there’s nothing else to do on campus; he spend the rest of his day inside his dorm browsing around Facebook and Instagram.

With graduation around the corner, he’s trying to keep his mind in school for the very last time, although he still believes that one doesn’t need a college degree to be successful in life. With all the distractions and partying going on in his life, the fact of being the first person in his family to go to college has motivated him to finished school.

Without any work experience, JC believes that he would one day meet a rich girl who would provide him with all his financial needs. If all odds failed he would use his college degree to land him a good job as a network engineer In NYC.

JC has never taken any girl serious –even though his currently in a relationship with a girl from Montclair state, all it takes for him to sleep with another girl at a party is a personal bottle of Hennessey. The next day there’s always little to remember. He often looks for side chicks, girls that are always available to hang out when his girl is not around. He feels that he would never meet a faithful, smart girl at a party because good girls don’t go to parties! In the meantime he’s still searching for good looking girls to fornicate with.

* Meet a loyal girl that can contribute to his success
* Find a reliable friend to go partying with.

**FRUSTRATIONS**

* Consider most of his are unreliable
* Finds it difficult to find a girl who’s cute and smart

Pre-intervention Scenario

Kyle kolakowski

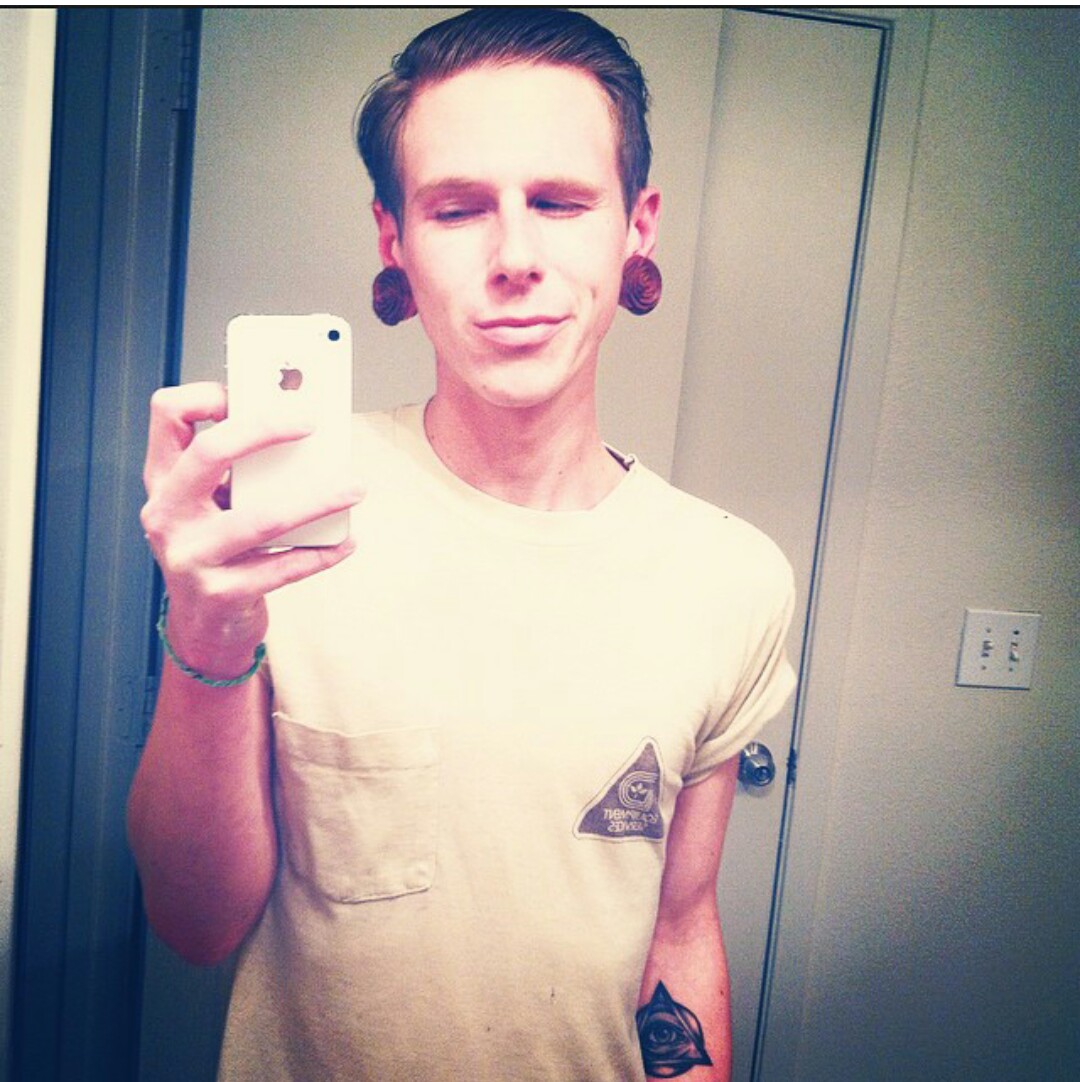


One day, while walking back to his dorm from basketball practice, Kyle saw a girl and was stunned by how hot she looked. Kyle immediately approaches the girl and asks her “Hey baby, what’s your name?” After finding that her name is Jennifer, Kyle continues to flirt with her as she seems to like him. Kyle finally tells Jennifer “I was just heading back to my dorm room” and asks her “Do you want to come hang out for a bit?” Feeling that she would like to get to know Kyle better, Jennifer agrees and heads back to his dorm room with him.

Back at Kyle’s dorm room, he and Jennifer are sitting on the couch and are holding a conversation that mostly consists of Jennifer talking and Kyle listening. Kyle continues to flirt with Jennifer and give her compliments while moving his way closer to her. After a few minutes, Kyle goes in for a kiss with Jennifer, which he successfully lands. The two make out for a while until Kyle begins to work his way up Jennifer’s back. He tries to unhook Jennifer’s bra until she realizes what he is trying to do. Jennifer responds by slapping Kyle as hard as she can in anger. Jennifer tells Kyle in an upset tone “I should have known you were only after one thing!” and leaves after saying “You’re a disgusting pig, go to hell!” Kyle lets out a frustrated sigh and says “I’m tired of finding these kinds of girls.”

Pre-intervention Scenario

Erik Brent Addams



Erik is done with his class and talking with his friends outside. He is the only homosexual guy out of them and his friends do not have any problem with that. One of his friends tells them about a house party thrown by a rich student, who is also a friend of one of his friends, from their college. They are all excited and they all get dressed in their best clothes and head out to the party. When they reach the destination they see a huge house with loud music playing and are very excited. On getting to the door, there is a bouncer who asks them “how do you know the host?” His friend says that he is the host’s friend and the host knows he was going to be here with his friends. The bouncer calls the host and he recognizes his friend and tells the bouncer to let them in. The friend introduces everyone and when he gets to Erik, the host looks at him strangely and says “I don’t mean to be rude but are u gay dude” to which Erik says “yes, is that a problem?” The guy says “Yes! I don’t want any gay guys in my house or party, get out!” Erik’s friends get mad about it and they tell the host that Erik is their friend and that was not cool to which he says “you can leave with him if you want or stay and enjoy here” Erik tells his friend that they should stay, he will leave. Erik is very upset and in tears while he is going back to his room.

Pre-intervention Scenario

Eugenia kolesnik



It was an average, boring afternoon. Eugenia had finished her running practice for the day and decided that she would take the rest of the day to relax and unwind. At her apartment, she poured herself a glass of wine, and decided to visit okcupid.com again to see who was online. Eugenia saw a profile that she liked, and decided to message the person in order to see if they would be interested in her. The man’s name was Kevin, he was into sports specifically soccer, and also attended NJIT. Considering that she is a transfer student and her English speaking skills aren’t the best, Eugenia feels that the beginning of the messaging between her and Kevin was going alright. Kevin was messaging back to Eugenia about things she was interested in and what kind of guys she liked. However, after a couple of minutes of messaging, Kevin stopped replying to Eugenia. Eugenia gets the feeling that Kevin is no longer interested in her, but decides to message him a few more times as to what he is doing. Finally, Kevin replied back to Eugenia with a “sorry, you’re just not my kind of girl” message. Eugenia feels that her English speaking ability is crippling her chances of finding someone online and gives up on okcupid.com. She decides that she is going to just have to try to meet someone offline from now on.

Pre-intervention Scenario

Katerina Kozak



It was an ordinary Friday afternoon for Katerina, arriving to class 20 minutes early as usual, and sitting in front of the class to avoid making eye contact with her classmates, who she considers anti-social and shy. As class finished, she decided to walk directly back to her dorm, skipping her usual trip to the Starbucks in the campus center. She feels it is too dark outside at this time of year to just be walking across campus. When she arrives at her dorm, she throws herself in bed and thinks how much she dislikes the campus lifestyle at NJIT. She then decides to Skype her best friend that she went to school with back in Illinois. After Skyping for about 2 minutes, her best friend tells her that she’s going out to a frat party and that she will talk to her some other time. She then decides to Skype her other friend who she was really close with and didn’t receive an answer from the chat invitation. After logging into her Instagram, she realizes that her friends back in Illinois were all at parties, having fun and drinking while she was stuck in her dorm, feeling depressed because she didn’t have anything to do or anyone she wanted to talk to. Being left with no other option, she decided to grab some ice cream from the refrigerator and watch the notebook for the tenth time on Netflix until she felt asleep.

Pre-intervention Scenario

JC Tufao



It was an ordinary Friday night for JC; he had received an A in his final presentation. Following the dismissal of his class, JC decided to stay after class and discuss about good partying locations with his professor. After all, they were both around the same age and both always headed out to parties every Friday night. After 30 minutes into their discussion about good spots to have fun, JC decided to just invite his professor to a frat party that his friend’s frat was hosting that night. Doug didn’t hesitate to say “Sure dude why not!” After agreeing to show up at the party, JC provided Doug with his cell number and address of the party and both decided to meet up at the party within two hours.

After arriving at the party, JC noticed his old high school crush who was standing in a corner with a red cup in her left hand and her IPhone 5s in her right hand. An hour went by quickly, after drinking his third cup of Hennessey JC got more eager to go up to Jennifer and ask her how she’s been. It took two more shots of Henny and two motivational quotes by Doug, for JC to go up to Jennifer, a girl he had always had a crushed on but always felt afraid of being rejected by. He went up to her to say what’s up and offered her a shot of Hennessey from his bottle. She didn’t hesitate to grab the bottle from his hand and took about two large gulps of Hennessey. JC decided to take advantage of the opportunity and asked Jennifer out to dance. She looked up at him and smiled, and dragged him into a corner and started dancing on him; JC already knew she was almost drunk. The thought of sleeping with his crush was becoming more of a reality. After the song finished he decided to run to his car to get a condom to smash Jennifer upstairs in the frat house. JC was parked about 5 minutes away from the frat house, it took him about 7 minutes to get back to the party, sweating Hennessey thru his pores he started looking for Jennifer and she was nowhere to be found. JC than asked his friend Mike if he had seen Jennifer. Mike replied “She left with the dude you introduced me to I think his name was Doug!” Thoughts started overwhelming JC, it was the first time he had been played by a girl, and it was even worse that she left with his professor.

JC could not believe what had just happened. The girl he had always had a crush on left with his college professor! On top of that, he was even angrier at the fact that Jennifer drank almost all his liquor and he was already sobering up.

Post-intervention Scenario

Kyle Kolakowski



**As a confident basketball player who can get girls, I want to know where the party girls are, so that I can hook up with them.**

Kyle had just finished a game of basketball and was on his way back to his dorm room when he decided that tonight was a night to celebrate. He had performed amazingly and wanted to have a fun night and find someone to hook up with. Kyle decided to use his new dating app in order to find out where the best place to go would be.

Figuring a party would be the best place to find girls that are looking to have a fun night, Kyle used the “party finder” feature of his app in order to see where the local parties were being held. He found one that was generating a lot of buzz about three miles away from his location and was being held that night. After signing up to go to this party, Kyle continued back to his dorm room in order to get ready.

Later that night, Kyle arrives at the location of the party and heads inside. Kyle finds that this party was certainly buzz worthy with all the people, food, drink, and music going on. After grabbing a drink for himself, Kyle spots a girl downing shots and heads over to her. He has a shot with the girl and then pulls her onto the dance floor with him. After the song, Kyle and the girl head back to grab some more drinks. He makes his move on the girl and they begin to make out. After a while, Kyle leads the girl to an unoccupied room where the two hook up and have a great time. When Kyle finally leaves the party, he thinks to himself “I’m going to have to find myself one of these parties every night!”

Post-intervention Scenario

Erik Brent Addams



**As a homosexual individual, I want to attend parties where I am not discriminated against, so that I can meet a guy who is looking for a relationship.**

After the incident last week, Erik has decided he will not attend any party unless he knows that the party hosts are okay with gay people or if it is for homosexuals. He is using this new dating app and found out about the party finder feature in it. He has heard good things about it, but he wasn’t sure if it had a way to filter what kind of party he would like to go to until last week when his lesbian friend told him that on the app, she had found an all lesbian party. He opened the app and went straight for the party finder feature and saw so many parties that were near him. He saw the filter icon where there were a lot of options, including number of people expected, gender specific and he also saw a button to choose if it was a homosexual party. He selected that option and there were two parties out of which one was hosted by the homosexual club on his campus whose meetings he attended when he joined the college but stopped due to his job. He thought he might know someone from campus there so he would not be alone. He signs up for the event and gets ready to go. On entering the party, he was greeted well by everyone there and is really happy because everyone treated him well with no discrimination. He met a guy named Ross, who was a sophomore at his college, and they down a few drinks at the bar. After a while, Erik asks for Ross’ phone number, to which he agrees and adds to his phone. The two have a great night partying together with drinking and dancing. After the party, Erik receives a text message from Ross asking if he’d like to meet up for lunch the next day, to which Erik happily agrees.

Post-intervention Scenario

#### Eugenia Kolesnik



**As a transfer student with less than perfect English skills, I want to make first impressions offline, so that I can make the best first impression to a potential boyfriend**

On an average day, Eugenia decided to give the new dating app on her phone a try, despite her frustrations with online dating services in the past. She was really interested in the “dater” feature which allowed for two people to set up a date using only each other’s profile information and a list of recommended meeting places. Using this, Eugenia could make her first impression in person at the meeting place and avoid the whole emailing phase of online dating, which she disliked.

Eugenia started the feature and was given a list of users to browse through. After looking through a few, she found a man named Matthew that is interested in running and biking. As a runner herself, she would like to get to know this person better, and uses the app to request a date with Matthew. After a few minutes, Eugenia is notified that Matthew has accepted the request and is given a list of local places and times that the two could meet. Eugenia chooses a few that she likes and the app chooses a coffee shop that is not more than a few miles away from her for noon tomorrow.

The next day at noon, Eugenia meets with Matthew at the coffee shop; the two introduce themselves, and order a coffee. They spend the date talking about their interests and Eugenia feels that it’s going very well. At the end of the date, Matthew tells Eugenia that the date was fun and that he’d like to do it again sometime. Eugenia gives him her phone number and he says he’ll call her tonight. Feeling the start of a great relationship, Eugenia leaves the coffee shop to go to running practice feeling better than ever.

Post-intervention Scenario

#### Katerina Kozak



**As a party girl with no local friends to go out with to clubs, I want to find other party girls, so that I can go clubbing in the city with them to find hot guys.**

Katerina decided to break the monotony and use the wingman locator on her app to finally meet someone to go out to clubs with. She decided to post a request on the app to go out clubbing in NYC. She received a response from Stacy, an NYU Junior 10 minutes later. Her being new to the app, Katerina decided to learn a little bit about Stacy before approving her request. She went ahead and checked Stacy’s feedback and rating. After concluding that Stacy was a good candidate, she then accepted her request and exchanged messages greeting each other. They both agreed to attend Webster hall that night and decided to meet up in Starbucks on 47th and 6th avenue, which was 2 minutes away from the club they had agreed on going that night. Katerina, filled with excitement, dusted her red dress off and started getting ready to go out. She arrived at Starbucks around 10:00 pm and, while looking around, Stacy approached her and greeted her with excitement. They talked about each other’s interests and how they were both from the south for about an hour while drinking a medium latte. Once they felt they knew enough about each other, they decided to walk to the club. When they arrived at the club, they sat down by the bar and ordered two long island ice teas. As they waited for their drinks to be served, two handsome men approached them and asked if they could sit next to them. Exchanging flirty gestures, Stacy took the initiative and moved 2 chairs down so they could sit in between each other. Mike and Juan introduced themselves and paid for their long island ice teas when the bartender handed them their drinks. As the night continued, Katerina was having a good time as she danced a couple of songs with Mike, who happened to be a good dancer which turned her on. She decided to leave with Mike, so they called a cab to take them to Mikes’ condo, which happened to be 5 minutes from the club. After saying goodbye to Stacy and Juan, they both got in the taxi and were on their way to the condo. Once in Mike’s condo, they started undressing as they walked into the bedroom where they had sex for the rest of the night.

Post-intervention Scenario

#### JC Tufao



**As a regular party goer, I want find the best wingman, so that I can get girls to sleep with me.**

On a Thursday morning, JC goes to his usual class. During the class session he receives a text from his friend, Mike, who tells him that the party he was hosting has been cancelled. JC has been to two of Mike’s prior parties and he can describe each of them as insane. Even the ugliest guy at the party is guaranteed to get laid that night. Since it was early he knew he still had a chance of finding a good party to go to that night. JC remembers his new dating app and uses the “party finder” feature in order to find a good party. People would post the parties being thrown that night with requirements. Without overthinking it, he decided to attend the party that was creating the most buzz on the app which was a college house party. The app also came with a feature called “wingman locater” which consisted of a ranking system based on feedback and a friend request like form where you either post or send a wingman request. The wingman locater worked like a market similar to eBay in the sense that a user with better feedback will more likely be a better wingman. JC then started to remember how his friends always get drunk and end up trying to get the girl he had his eyes on. JC decided not to invite his friends and give the wingman finder a try. He posted a request for a wingman on the app and within five minutes, he received a request from a guy by the name of Steve to be his wingman. Steve had a good ranking on the app, along with positive feedback like “Really chill guy, will never let you down when the time to go up to a group of chicks comes.” JC approves Steve’s wingman request and they arrange to meet up outside the house where the party was being hosted. The two meet up and exchange a quick introduction as they both just wanted to get inside the party. Once inside the party, Steve proved that he was a good wingman. Every time JC would go up to some girls, Steve would follow and start a conversation with the girl he was supposed to talk to, instead of the one JC had his eyes on. That night, instead of getting his girl taken from him by his professor, JC ends up leaving with someone and having an amazing night. JC gave Steve good feedback and called the app a success!