

# Emma Grace - By Anthony Goldhammer



age: "21"

residence: Columbia, South Carolina

education: University of South Carolina

occupation: Mom and Dads money

marital status: "Finding herself"

*"Go Tri Delta!!!!"*

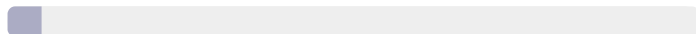
She likes to spend her days doing wine nights with her sorority sisters and going out to bars almost every day of the week.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- More than 1000 likes on every Instagram post
- To decide what she wants to do with her life
- Help figuring out what drinks she wants

## Values

- Values people who she views as side characters
- Frat parties
- Drinking

## Criteria For Success:

All she needs is to be the center of attention and feel as though her life is like her favorite movie, "mean girls".

## Wants

- To grow her body count exponentially throughout her college career
- To go to the bar every night and get free drinks

## Fears

- Not being popular
- Not having lots of boyfriends
- Not being constantly entertained
- Not knowing what to drink