

Ben Brown

age: 31

residence: Charolette, NC

education: High School

occupation: Amazon

marital status: Married, with 2 kids



"Lets try it"

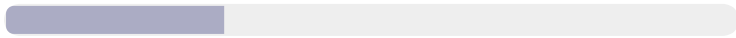
Ben Brown is a married father of two seeking to make a better life for his family. He is intending on finally going to college, in order to get promoted at his job. Ben knows that there are several tutoring services at the local college he is planning on attending, but he doesn't know which ones are the most effective or which ones would best fit into his busy schedule.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Better life for family

Needs

- Schedule organizer
- Event finder
- Event rater

Values

- Hard-work
- Honesty
- Consistency
- Flexibility

Wants

- Career advancement
- Success in classes
- Harmonize family life, school, and work

Fears

- Incurring student loan debt , with no degree
- Wasting time

James Paul by Oliver Mills

age: 26

residence: South Carolina

education: Some College

occupation: Student / Cafe Worker

marital status: single, with no kids



I work towards being happy with my life and career.

James is a transfer student from Ohio who is prior military. He is looking to finish his degree while transitioning from a previously structured life in the military. He has little experience in the area around campus and would appreciate finding ways to get involved or enjoy himself through clubs or other activities.

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SOCIAL NETWORK



Criteria For Success:

To graduate while still enjoying life overall.

Needs

- Time to focus on school
- To have an outlet for stress / enjoyment
- To stay frugal

Values

- Personal happiness
- Structure
- Advancement in life / career

Wants

- To find like minded people to be with
- To stay happy / positive with whatever comes up
- Something that can be flexible with time

Fears

- Wasting time with boring or pointless activities
- Clubs / hobbies costing too much over time
- Getting behind in class

Jerry Jones by Justin Martin

age: 18

residence: South Carolina

education: GED

occupation: Student

marital status: Single without kids



“Sometimes I’ll start a sentence and I don’t even know where it’s going. I just hope I find it along the way.” – Michael Scott

I love to play video games and watch football! I'm from California so South Carolina is very new to me. I don't have many friends so I'm looking to make some.

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

I want a nice and welcoming environment where I can find a group of people who share the same interests as me. Also want to pass all my classes.

Needs

- Time to do school work
- To be a place he feels welcome
- Keeps his brain active.

Values

- Friendship
- Personal touch
- Honesty

Wants

- To make friends
- Keep up with his mental health
- To learn about his new home

Fears

- That he might not fit in
- Getting lost
- Failing classes

John Kellerman

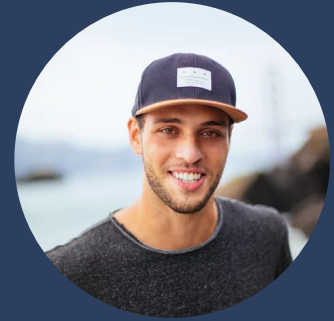
age: 22

residence: South Carolina

education: Bachelor Degree

occupation: Student

marital status: Single



"Happiness needs hard work"

John is a transfer student from New York going into his junior year at the University of South Carolina. He is looking to travel after he finishes his degree to discover the world. He likes to enjoy the current moment.

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To balance studying and social life.

Needs

- To get adapt faster.
- Join more communities.

Wants

- To be more efficient.
- Get into a soccer team.
- Be less stressed.

Values

- Keep practicing his hobbies.
- Be successful in the future.
- Personal happiness.

Fears

- Failing in classes.
- Having an unmeaningful life.
- Not leaving a trace behind.
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