

Jeffster Stephens

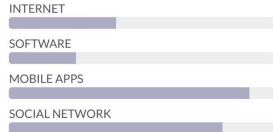
age: 19
residence: University of South Carolina, Columbia
education: Undergraduate Marine Science Major
occupation: Charter Boat Captain
marital status: Married, single, with kids, without



"A bad day on the water is better than a good day on land"

When not studying, Jeffster is trying to meet new people. As a freshman, He is looking to get involved with new activities on campus.

Comfort With Technology



Criteria For Success:

Academic, social, and athletic success

Needs

- To maintain physical strength and health

Values

- People who enjoy interacting with others in a sports/athletic environment
- Hard work mixed with fun

Wants

- To meet new people on Campus
- To discover a new hobby

Fears

- Jeffster fears nothing.



Justin Ali

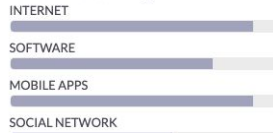
age: 19
residence: Columbia, SC
education: Sophomore Studying Aerospace at UofSC
occupation: DoorDash Driver
marital status: Single



Quiet, but enjoys spending time with others

Spends most of his day going to class and studying. Enjoys unwinding at the end of a hard day by going to the gym and lifting weights.

Comfort With Technology



Criteria For Success:

Needs to feel good about himself in all aspects of life.

Needs

- Social interaction
- A feeling of gratification in his hobbies

Values

- Genuine connection

Wants

- Meet new people with similar interests to his own
- Focus harder on school and hobbies

Fears

- Not meeting the expectations of others
- Ladybugs



Lydia Armstrong

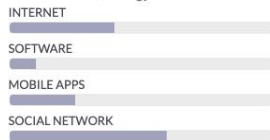
age: 23
residence: Columbia, SC
education: Graduated from UofSC with a degree in English and Studying Law
occupation: Teaching Assistant
marital status: Single



"Love all, trust a few, do wrong to none."

She is a very loyal teaching assistant who loves to help her students no matter what. Besides that when she isn't studying for law school, she spends a lot of her time reading outside.

Comfort With Technology



Criteria For Success:

Needs to always do good for others and stay in touch with herself.

Needs

- Always feeling like she is doing the right thing
- Start a good hobby with great people

Values

- Volunteering
- Doing the right thing

Wants

- To meet someone new to get better at her new hobby
- Find new things to read and research
- Become a lawyer and do as much good as possible for as many people possible

Fears

- Not helping someone whom she is able to help
- Becoming out of touch with herself



Name

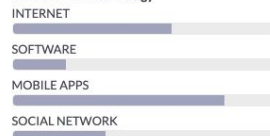
age: Early 30's
residence: California
education: Masters Degree in English
occupation: Blogger
marital status: Single | No kids



We find comfort among those who agree with us - growth among those who don't.

Ricky likes to work independently creating and editing his own sites. He posts daily on new information in all realms

Comfort With Technology



Criteria For Success:

Increasing number of Web traffic and upvotes

Needs

- Valid sources (credibility)
- Accessible and easy to use site

Values

- Detailed communication between users
- Well rounded information

Wants

- Trendy UI
- To have comments available to the blog

Fears

- Disappointing Users
- Producing biased articles

