Jacobe Evans

age: **18**
residence: **SC**
education: **High**
occupation: **Unemployed**
marital status: **Single**

"My first year of college is just completely complicated"

Jacobe Evans is a first year college student, who is currently unemployed. He hopes to get a work-study job throughout his college life. Being a first generation student and coming in during the coronavirus, college will be difficult for him.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
An app that will make his freshman year more simpler and smoother.

Needs
- A simple layout
- Ways to connect with others
- Ways to access homework and course work

Wants
- An easy accessible app
- A schedule to be able to access

Values
- Social Media
- Daily routine

Fears
- Being lost on campus
- Not finding or understanding class work

MOBILITY LABS

Jennie Lee

age: 19
residence: SC
education: High School Diploma
occupation: Waitress in a local café
marital status: Single

"Nothing is stressful than my first year circulating through college"

Jennie Lee is a first year college student. She has a part time job while she studies for her major. She is also the first person in her family to go to college making her a first generation college student.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
An essential app that can make any freshman year easier.

Needs
- Excellent User Experience
- Easy Involvement with College Staff
- Connecting with other Students
- Easy College Layout for the User

Wants
- A easy accessible app

Values
- Detailed communication
- Well rounded style guide
- Detailed Routes

Fears
- Being Lost on College Campus
- Late for Classes
- Messy Schedule

Derek Chance

age: 18
residence: SC
education: High School Diploma (In College)
occupation: Part time at fast food restaurant
marital status: Single

"I'm very excited to start this new chapter of my life at university."
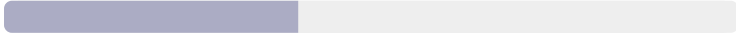
Derek is a first year student at university and works part time at a nearby fast food restaurant.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Success in his major at university.

Needs
- User friendly experience
- Connection to peers
- Easy navigation of campus

Wants
- Simplicity
- Organization
- Reliability

Values
- Ease of use
- Organization

Fears
- Being late to class
- Getting lost on campus