

Spencer Woods

age: 18

residence: London

education: University

occupation: Full time student

marital status: Single



“Only compare yourself to those who have less than you”

A new student who has just started university in his home city. Intends to continue life as it was before except in a new environment. Grew up in an area known to be dangerous.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- An app that can help him feel safe outside
- A straight forward and easy to use app
- An app that is secure and safe to use
- An app that can provide assistance when stuck
- An app that does not compromise privacy

Values

- The health and safety of family
- The health and safety of friends
- Excelling in education

Criteria For Success:

Hopes to achieve a first class in his university degree and get into a world leading company earning a good amount of money to support a family in the future. He is motivated by his poor background growing up with a single parent.

Lifestyle

Enjoys travelling and socialising and spending time with friends and family. Strives to live a healthy lifestyle and goes on a jog during the weekends. Commutes to university by train.

How they would use our site

Growing up in an area known to be ‘dangerous’, he feels afraid sometimes to be out, especially after dark. With our site/app he can see which areas he should avoid especially when he finishes university late.

Fears

- Failing in life and school
- Being lonely
- Being in poverty or poor
- Being killed
- Losing family