

## 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

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

### Needs

- To maintain physical strength and health

### Values

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

### Criteria For Success:

Academic, social, and athletic success

### 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

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

### Needs

- Social interaction
- A feeling of gratification in his hobbies

### Values

- Genuine connection

### Criteria For Success:

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

### 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

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

### Needs

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

### Values

- Volunteering
- Doing the right thing

### Criteria For Success:

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

### 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



## Ricky McNealy

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

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

### Needs

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

### Values

- Detailed communication between users
- Well rounded information

### Criteria For Success:

Increasing number of Web traffic and upvotes

### Wants

- Trendy UI
- To have comments available to the blog

### Fears

- Disappointing Users
- Producing biased articles

