

Alex Johnson

age: 22

residence: Austin, Texas

education: Senior College Student

occupation: Part-time Software Development Intern

marital status: Single | No children



"Stay hungry, stay foolish." - Steve Jobs

"Goes for a run every morning, and uses spare moments to learn new programming languages."

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Ability to apply learning to real-world projects, gaining effective problem-solving experience.

Needs

- A need for an Integrated Development Environment (IDE) with high contrast and code syntax highlighting.

Values

- Innovation
- Efficiency
- Continuous Learning

Wants

- Wishes for the ability to automatically sync academic and work projects to a personal digital calendar.

Fears

- Security issues due to code vulnerabilities.
- Inability to keep up with rapid technological changes.

Emily Parker

age: 22

residence: Chicago, Illinois

education: Senior year undergraduate student pursuing a Bachelor's degree in Computer Science at a reputable university

occupation: Part-time intern at a local software development company

marital status: Single



"Time is really the only capital that any human being has, and the only thing he can't afford to lose." - Thomas Edison

Emily's days are filled with a mix of attending lectures, working on programming assignments, collaborating with peers on group projects, and squeezing in some personal time for relaxation and hobbies like painting and playing guitar. She thrives on structure but often struggles to manage her time effectively, especially when faced with multiple deadlines and complex coding tasks.

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Needs

- Seamless integration of the app with her daily routine.
- Customizable reminders for deadlines and study sessions.
- Progress tracking to monitor her productivity and adjust her study habits accordingly.

Values

- Efficient planning and organization

Criteria For Success:

Emily would feel successful if she could consistently meet project deadlines, maintain a high GPA, and have enough time to pursue her extracurricular interests without feeling overwhelmed by academic pressure.

Wants

- A user-friendly interface that simplifies the task of managing academic responsibilities
- Features such as gamification elements to incentivize productivity
- Comprehensive support for both short-term and long-term planning

Fears

- Falling behind on her coursework
- Missing out on opportunities for personal growth and self-improvement due to poor time management



Ken Kaneki

age: 21

residence: South Carolina

education: 2nd-Year College Student

occupation: Full Time Student

marital status: Single (No Children)



It's better to be hurt than to hurt others. Nice people can be happy with just that.

Goes to the library each day to study. Researches anything that interests him. Makes a habit of being well-informed.

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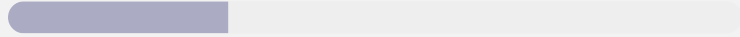
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Criteria For Success:

Clear communication and straight-forward thinking. This allows for activities to be done correctly and by the book.

Needs

- Accessibility options that allow for incremental changes in size and color for better readability.

Values

- Freedom
- Kindness
- Honesty

Wants

- A visible progress bar that gives the user an idea of how close they are to completing all tasks for a specific day or week.
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Fears

- The regret of inaction.
- Failing due to a lack of trying.
- Indirectly hurting others.

Thomas Rogers

age: 20

residence: South Carolina

education: 3rd-Year College student

occupation: Full Time Student

marital status: Single without kids



You will never do anything in this world without courage. It is the greatest quality of the mind next to honor. - Aristotle

Grabs a cup of coffee on the way to school. Goes home, studies the material, and completes assignments.

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Needs

- Colorblind alternative content

Values

- Honesty
- Duty
- Loyalty

Criteria For Success:

Feedback on what was done correctly and what could have been done better.

Wants

- Can take the assignments that are put on blackboard and dropbox and then place those assignments into the application calendar.

Fears

- Missing a deadline.
- Turning in an assignment in the wrong location.
- Misunderstanding an assignment.
- Failing a test.