

This girl is enjoying her first day of college.



She started eating at the dining hall frequently.



With all the schoolwork and stressful times she relied on meal swipes.



She had no meal swipes left, she did not know due to there not being a way to keep track.



Now there is an app to track meal swipes. Now she knows when to buy more.



She graduated happy and hungry thanks to the app to track meal swipes.

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PERSONA:



Name: Liam
Age: 26
Occupation: research grad
assistant

Comfort With Technology
INTERNET
SOFTWARE
MOBILE APPS
SOCIAL NETWORK



Name: Caroline
Age: 21
Occupation: part-time job as a server

Comfort With Technology
INTERNET
SOFTWARE
MOBILE APPS
SOCIAL NETWORK

USER STORY/SCENARIO:



This girl is enjoying her first day of college.



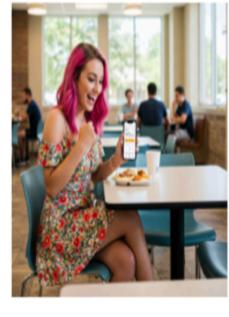
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G

Caroline Martin's persona | PersonaGenerator

3/16/25, 9:31 PM

Caroline Martin

age: 20
residence: Columbia, SC
education: Bachelors
occupation: Server
marital status: Without

I am a hard working student at a university.



This is Caroline Martin, and she spends her days going to school and then straight to work. She depends on her meal swipes while she is on campus all day. She has begun to realize that she is running out of meal swipes since there is no way to know how many she has used or has left. She is frustrated with not knowing if she will be told she can't purchase this due to having no meal swipes. I am not financially there yet, so I must make sure to eat before going to work on campus; therefore, I need meal swipes.

Comfort With Technology	Criteria For Success:
INTERNET	I like to be organized and believe that is a huge key to success. To be at my best potential, I need to make sure to find a way to keep up with my meal swipes.
SOFTWARE	
MOBILE APPS	
SOCIAL NETWORK	

<https://personagenerator.com/null/null>

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Caroline Martin's persona | PersonaGenerator

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Needs

- A good dining hall system and an app to keep track of my meal swipes. So I know when to save the money to buy more.

Values

- Make friends
- Pass all classes with a great grade
- stay fueled with great food at all times

Wants

- To succeed in school and work without feeling overwhelmed when times get difficult financially.
- I want a good system to go on to maintain organization.

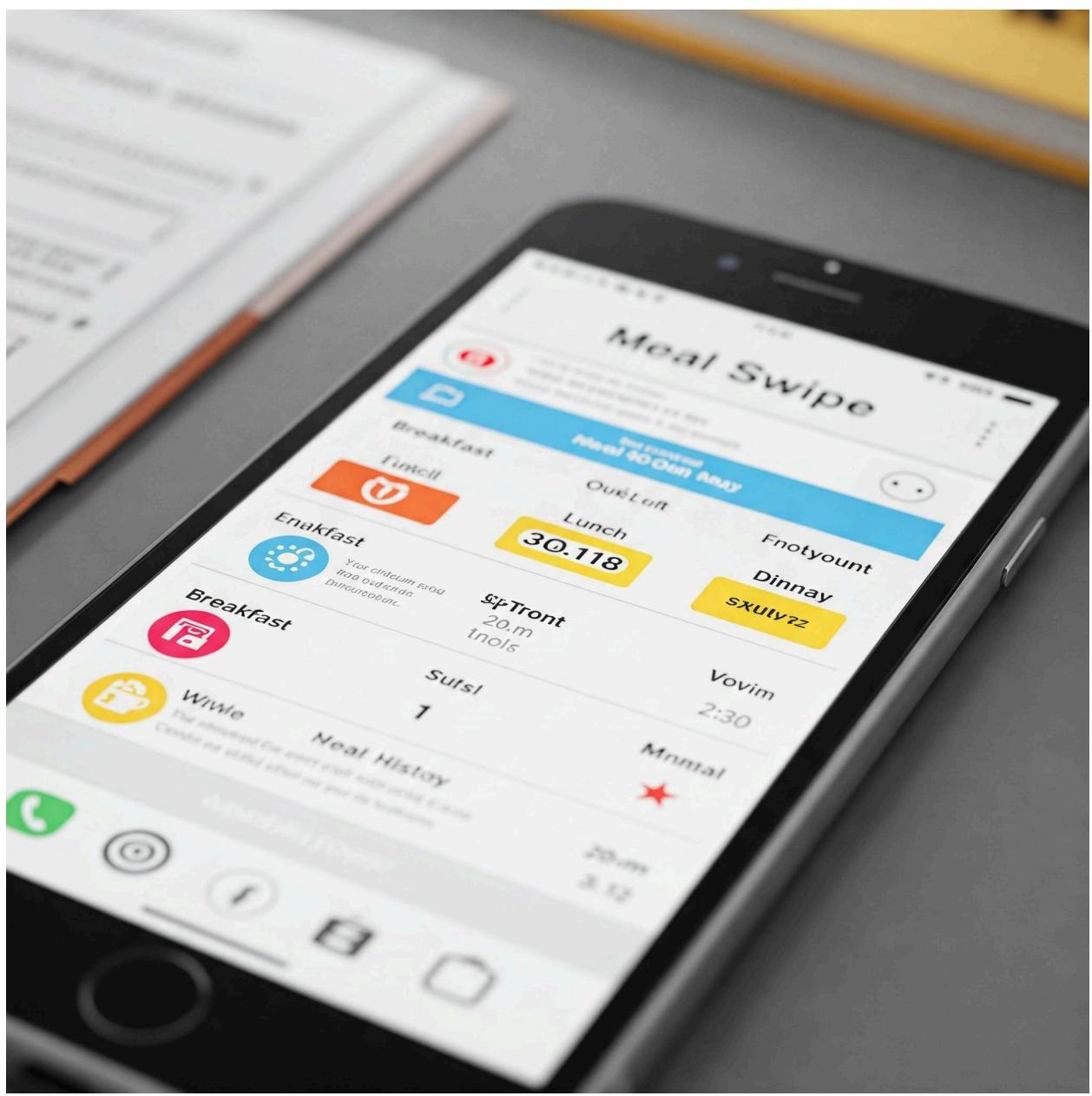
Fears

- I fear that due to not being in the best spot financially, I am not going to be able to afford meal swipes when I run out. I will be searching for an app to make sure I do not run into this fear.

MOBILITY LABS

<https://personagenerator.com/null/null>

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Liam Smith
age: 26
residence: Columbia, SC
education: Masters
occupation: grad level internship
marital status: married



I went to school here for undergrad and graduate school

He spends most of his day in the office working with a professor on research, or studying in the library

Comfort With Technology

INTERNET	██████████	███████████
SOFTWARE	██████████	███████████
MOBILE APPS	██████████	███████████
SOCIAL NETWORK	██████████	███████████

Criteria For Success:
I like to be consistent with my activities and be reliable for those who need me. I think it is import to keep fueled during my long hours of studying/reserach.

Needs

- To be able to rely on the balance in the account in order to be true. Not knowing the balance leads to my account being charged without being warned.

Values

- friendships
- opportunities
- free time
- believes food is fuel

Wants

- to do fun things
- to succeed and be efficient at it
-

Fears

- fear of failure
- not belonging
- not having enough money