

# Sharla Meeks, by Alex Hutton

age: 19

residence: San Jose, CA

education: Theater and Performance Major

occupation: Full Time Student

marital status: Single

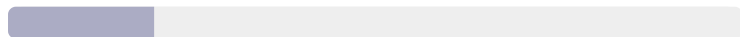


*"I don't want to waste my time trying to find my online assignments!"*

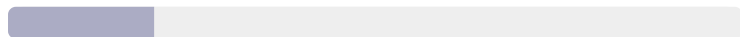
Sharla likes to spend her mornings getting her work done over coffee, so that she is free to spend time with her friends in the evening.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Completing Assignments in their entirety  
Approval from others

## Needs

- Simplicity
- Open Communication
- Frequent Reminders

## Values

- Fun
- Straight to the Point
- Efficiency

## Wants

- Time with friends
- Starbucks
- Taking Photos
- Free Time

## Fears

- Loneliness
- Fear of Missing Out
- Being Late