

Paul Jordan

age: 20

residence: Ephraim, Utah

education: High School Diploma, Some College

occupation: Student, Part-time at Roy's Pizza

marital status: Single

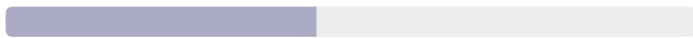


A quote from to help define their voice and personality.

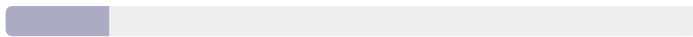
Paul is a good student, he goes to class, works on his homework, and hangs out with friends. He is a Music Major, and usually spends a few hours in the practice rooms every day. Paul has recently been put in charge of a group project for his Biology class, and needs to organize and direct group meetings.

Comfort With Technology

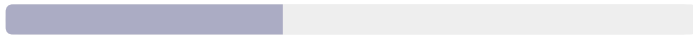
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Get a room reserved for his group meetings.
- Get a practice room for playing his trombone.
- Organize his meetings so he can make it to work.
- Have time to get his homework done.

Values

- Simplicity
- Efficiency
- Easy to understand

Criteria For Success:

Do well in his classes, get his homework done on time, have time to spend with friends, and practice playing trombone.

Wants

- Wants room reservations to be easy and instantaneous,
- Wants to be able to spend time with friends.
- Wants to be able to reserve the room from anywhere.
- Wants instantaneous confirmation of reservations.

Fears

- The reservation I made might not have gone through.
- The room I reserved might not be a good one.
- The room I reserved might have recent damages.
- Talking to other people to reserve a room.
- I'm going to spend all day trying to get a reservation made.