

# Name

age: Bryan Edwards, by Jack Vracar

residence: Pennsylvania

education: Sophomore at Penn State

occupation: None/Student

marital status: Single

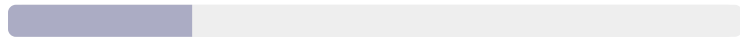


*""You miss 100% of the shots you don't take' -Wayne Gretzky" -Michael Scott"*

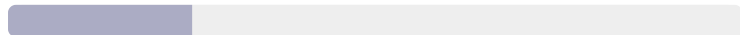
Likes to play and watch sports, is not very technologically savvy, majors in sports marketing, and is very sociable. Plays video games often.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Good grades in school, validation from his friends, and enough free time to play video games.

## Needs

- An Xbox/Playstation
- Pizza
- People to spend time with
- Wifi/Internet Connection

## Wants

- An expensive computer/Video game system
- Ice cream
- A roommate to play video games with
- Sports jerseys

## Values

- Loyalty
- Honesty
- Responsibility

## Fears

- Failure/Rejection
- Spiders
- The Dark

# Sammy Mitch (made by Ashley Myrick)

age: 21

residence: From Trenton, NJ but lives in Statesboro, GA

education: Student at Georgia Southern majoring in Business

occupation: N/A

marital status: Single



*"I may look mean but i'm nice I promise"*

He is a business major that has recently transferred to Georgia Southern University. He is very busy with being in the third year of his business degree. He would like to meet people in his major, people in his dorm, and people that he can just be friends with.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

An app to meet the people at his new school.

## Needs

- An app that can help him meet people at his new school in a easy and safe way

## Values

- A safe way to meet people
- Meeting people in a way that won't make him nervoud

## Wants

- Friends in his major
- People to eat with
- Friends in his dorm

## Fears

- Meeting someone weird
- Not clicking with anyone
- Eating alone for the rest of his college career

# Levi Smith - Christopher Tindall

age: 22

residence: New York, Syracuse

education: Student at Syracuse University

occupation: Works as a server

marital status: Single



*"It's not about perfect. It's about effort"*

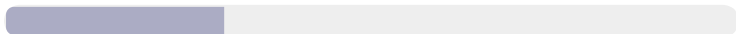
Likes to play soccer and video games in his free time. Works hard in his studies and also tries his best at everything he does. Doesn't talk to that many people but still is close to his closest friends. In his free time, he will hangout with his friend group. This student is a senior at Syracuse University.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Support from peers

To feel needed

Work with compatible people

Time for family and friends

## Needs

- Support from higher ups
- High grades to maintain scholarships
- To feel important

## Values

- Neat
- Good at planning
- Good with timing
- Cooperation
- Hard work

## Wants

- Friends
- Money
- New car
- All A's

## Fears

- Failure
- Spiders
- The feelings of being unwanted
- Being hated
- Being insignificant

# Ali Smith (By Kelly Finnegan)

age: 18

residence: Tampa Bay, FL

education: Student at the University of Florida

occupation: N/A

marital status: Single



*"I'm shy until you get to know me"*

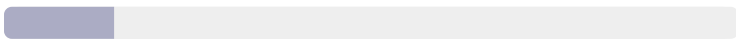
A student at the University of Florida who is majoring in Psychology. Who wants to make friends in her dorm, in her major, and friends to go to the football games with.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Supportive community in order to be comfortable and make friends

## Needs

- -Be able to make a diverse friend group
- -friends in her major to study with

## Values

- Values meaningful relationships

## Wants

- Wants to be able to find friends in her major
- Wants to be able to find friends in her dorm
- Wants to meet people to go to the football games with

## Fears

- Not succeeding in college
- Not connecting with her peers

# Leo Williams

age: 19

residence: London, England

education: Secondary School (High School)

occupation: On Campus Job

marital status: Single



*"A bad day in London is still better than a good day anywhere else."*

When Leo isn't on the football field practicing with his team, he spends most of his time with his friends and family. He loves to read and listen to music, he even plays a little guitar. He is focusing on his schooling all at the same time.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

- Good grades
- Success on the football field
- Validation from his parents and coaches

## Needs

- Proper nutrition and workout routine
- Quiet studying time
- Personal time to focus on himself

## Values

- Honesty and Loyalty
- Teamwork
- Courage
- Confidence

## Wants

- To be the full package
- His teachers to approve of his work
- People to envy him

## Fears

- Failure
- Spiders
- Losing his family