

# Anna Johnson

age: 18

residence: Hope Mills, North Carolina

education: Psychology major

occupation: Part-Time Work Study

marital status: Single



*"I hope to get the most out of my college experience."*

As a freshman, she lives on campus at Woman's Quad. Being so close to the hub of campus, she often spends a lot of her time at Russel House. She also spends a lot of time studying at the Thomas Cooper Library.

## Comfort With Technology

INTERNET



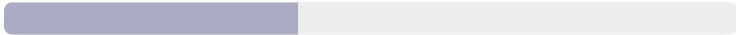
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Keep track of meal swipes available.
- Feel a sense of belonging in this new environment.
- Help adjusting to college life and coursework.

## Values

- Being and being surrounded by genuine people.
- Putting in the effort to succeed.
- Embracing personal development.

## Criteria For Success:

Anna wants to understand the material she's learning in class. She currently has a scholarship, so she needs to maintain her GPA. Additionally, she wants to have the best college experience, by going to club events and parties.

## Wants

- Build a supportive friend group to enjoy campus events with.
- Do well in classes to maintain scholarships.
- Learn more about travel abroad opportunities.

## Fears

- Being isolated at such a large school.
- Burning out with handling school, work, and a social life.
- What path to take after graduation.

# Renee Carter

age: 40

residence: Augusta, Georgia

education: Associate's degree

occupation: Administrative Assistant at Healthcare Clinic

marital status: Married with two children

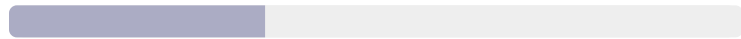


*"I just want to know my child is safe and supported."*

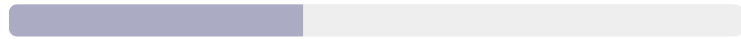
Works 9-5 weekdays then comes home to cook meals for the family. When not working, spends time with family, and runs important errands. Checks email a few times a week, but prefers the phone. Frequently uses Facebook to connect with others.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

She would like for her child to stay on track and keep up their GPA. She also wants her child to feel supported while at school all by themselves. Additionally, she wants her child to become more self-sufficient and make good choices.

## Needs

- Clear and efficient communication from the university about the details of meal plans.
- A way to stay informed about child's well-being.
- Assurance that child will have access to necessities on campus.

## Values

- Believes in accountability, hard work, and being responsible.
- Being resilient and pushing through adversity.
- Educating oneself as a path to better opportunities.

## Wants

- Confident that child will thrive and be safe so far away from home.
- For child to become more independent and responsible.
- Child to check in regularly throughout the week, either by text or phone call.

## Fears

- Losing closeness with their child.
- Going into debt from tuition costs.
- Their child will become overwhelmed and not have enough support.

# Zach Rivers

age: 17

residence: Detroit, MI

education: High School Senior

occupation: Tutors students at YMCA

marital status: Single



*"I want to be somewhere that challenges and supports me."*

Attends school weekdays from 8-3, then goes to robotics club or tutors local middle schoolers at the YMCA. On the weekends, spends time with family and watches lots of YouTube. Often active on Instagram, Snapchat, and Discord throughout the week.

## Comfort With Technology

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### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

The ability to go to USC with little or no debt. He also wants to leave college with real experience and a job waiting for him. Also, he wants to make meaningful friendships.

## Needs

- Scholarships, grants, and transparent cost info.
- On-campus housing and a sufficient meal plan.
- Help navigation applications, FAFSA, and decision-making.

## Values

- Achieve goals to make family proud.
- Drawn to tech and engineering because of its ability to solve real life issues.
- A supportive community.

## Wants

- Vibrant on-campus community with clubs, events, and other experiences.
- Hopes to join Greek life.
- Access to lots of food options on campus.

## Fears

- Becoming overwhelmed being so far from home.
- Tuition, housing, and meal plan costs will be a dealbreaker.
- Failing or dropping out of school in the future.