|  | Name: Samuel Podrick  Age: 19 y/o  Occupation: Student / Cashier  Location: Rochester Region (RIT)  Familiarity with Technology: 7/10  Income: $ 10,000 / yr |
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| Background:  Works Part-time in Dining Commons at RIT/NTID  Majors in Business, with hopes to continue towards an MBA  Plays videogames occasionally, mostly uses free time to watch videos/movies  Uses technology frequently, hourly | Pain Points:  Often gets lost in what is due for class, making sure assignments are turned in on time  Keeping a list is hard being that pen and paper or notes app are out of the way  Works after class, so often stretched for time  Gets distracted by other interests often  Falling behind in classes and classwork |
| Resources:  Owns: IPhone 14, IPad Pro, AirPods, Apple Watch, and MacBook  Uses backpack for schoolwork, contains folder, a couple notebooks, and pens  Has access to internet anywhere he goes on campus, and mobile data when off campus  RIT lounges and various other spaces on campus to visit outside of personal dorm | Goals:  Wishes to stay on track and complete his assignments when he wishes to work on them  Wants to complete assignments on time, even turn them in early if possible  Free up more time throughout the week and weekends instead of stalling on homework |