

Johnathon Frengal

age: 18-25

residence: Columbia South Carolina

education: Currently enrolled at UofSC

occupation: Part time at BestBuy

marital status: Single



Technology is like a fish. The longer it stays on the shelf, the less desirable it becomes - Andrew Heller

John typically wakes up with a cup of coffee and some TV. He then goes to his job at best buy before returning home to finish up some studying and attend some classes. Usually, after all this, he will try and go out and about with his close friends.

Comfort With Technology

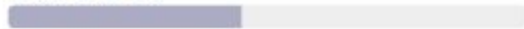
INTERNET



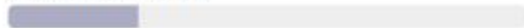
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Order
- Friends
- A to-do list
- Things to do

Values

- Trust
- Being open
- Doing the right thing
- Being punctual
- Responsibility

Criteria For Success:

Johnathon needs order and focus in his life in order to feel successful. He is very certain about how he does things and when stuff doesn't go according to plan it often worries him.

Wants

- Late nights
- Fun
- Tasty treats
- Hedonism

Fears

- Heights
- Chaos
- War
- Failure



Jonathan Frengal, by William Reid Mozley

Tyson Terrell, by Mario Misencik

Tyson Terrell

age: 19
residence: Columbia, SC
education: Some college (UofSC)
occupation: None
marital status: Single



"Never speak ill of yourself, your friends will always say enough on that subject." -Charles Maurice de Talleyrand

After a morning routine of showering and eating breakfast, Tyson spends his time either studying at the library, in classes, or having a meal at the student union. He typically does not interact with anyone outside of his dorm and only prefers the company of a select few people, outside of people on social media.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Tyson feels that he is successful if he finishes college with good grades, has a meaningful and fulfilling career, and ensures to improve the lives of other people.

Needs

- Routine
- Peace and quiet
- A non-changing place to work hard
- Solidarity and comfort

Values

- Charisma
- Ambition
- Humility
- Gentleness

Wants

- Gifts and positive surprises
- Compliments
- A filling meal
- No drama

Fears

- Paranoia
- Spiders
- Failure
- Betrayals

Nick Jewel

age: 21

residence: South Carolina

education: Senior at UofSC

occupation: Unemployed

marital status: Single



"Always try to be better at whatever you're doing. That's how to have fun with it."

Likes to stagger studying throughout the day as to not burn out of it. Needs to have fun and take mental breaks including hanging out with friends on the weekends or riding a bike around campus.

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SOCIAL NETWORK



Criteria For Success:

Always wants to improve skillset but is not afraid to take mental breaks to stay more than 90% focused at the task at hand. Working like a slave and not being focused is hardly working at all.

Needs

- Criticism
- Friends to distract from work sometimes
- Focus for small study sessions

Values

- Honesty
- Integrity
- Happiness

Wants

- Many hours of free time on weekends
- Mini rewards for a hard working session
- To make more time on hobbies

Fears

- Not being there for others
- Running into a negative cycle of sadness

Oliver Hutson

age: 21

residence: Columbia, South Carolina

education: Currently attending UofSC

occupation: None

marital status: Single



"Honesty is the fastest way to prevent a mistake from turning into a failure."
James Altucher

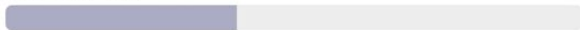
Oliver typically wakes up and makes a small breakfast then goes to class. After class he likes to socialize with his friends or take a nap depending on how late he stayed up the night prior. After he socializes or takes a nap he likes to workout but lately has been skipping.

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SOCIAL NETWORK



Needs

- A schedule
- Friends
- Family
- Focus

Values

- Reliable
- Honest
- Efficient
- Bold

Criteria For Success:

Oliver needs to organize his life better. He would feel successful if he had a daily schedule he could follow.

Wants

- Socialize more
- Workout
- Happiness
- Games

Fears

- Failure
- Being alone
- Water
- Flying