

# Kyle Harris

age: 19

residence: Columbia, SC

education: University

occupation: Student, Restaurant Server

marital status: Single



*"I don't want my college experience to be solely based on work and school"*

The majority of Kyle's time is spent going to classes, going school work, watching TV with his roommate, and working at a restaurant as a server.

## Comfort With Technology

### INTERNET



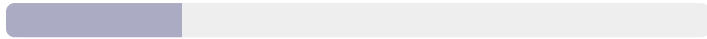
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Kyle wants to make an impact on his community and to have more memorable day-to-day experiences

## Needs

- Easy to use software as Kyle is not tech savvy

## Values

- Time management
- Commitment to responsibilities

## Wants

- New friends he can spend time with outside of the club.

## Fears

- Having regrets after college that he didn't do enough to make his time worthwhile.

