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"

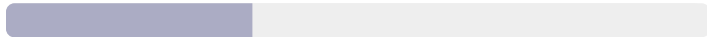The majority of Kyle's time is spent going to classes, going school work, watching TV with his room-mate, and working at a restaurant as a server.

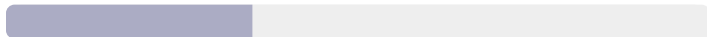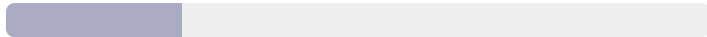## Comfort With Technology

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

Wants

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

Values

- Time management
- Commitment to responsibilities

Fears

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

MOBILITY LABS

Jack Griffith

age: 19

residence: Columbia, SC

education: College

occupation: Student

marital status: single

"What activities can I do to improve my resume?"

Jack spends his day going to class, hanging out with friends, and practicing on the pickleball club team.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Jack needs to find good connections for his future career in software development.

Needs
- Good grades
- Good extracurriculars
- Better connections

Wants
- A good job
- Good friends
- A lot of money

Values
- Education
- Hard work
- Friends

Fears
- Failure
- Rejection

MOBILITY LABS

Blas Kodarppi

age: 18
residence: Columbia, SC
education: University
occupation: Student
marital status: Single

"I want to get more involved on campus."

Blas attends classes, spends time with friends, and goes to the gym.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Good extracurriculars that apply to interests/academics

Needs

- A way to find university clubs that she is interested in.

Wants

- Friends with common interests

Values

- - Active involvement within organizations
- - Sincere friendships

Fears

- - Academic failure
- - Not being able to find a job due to lack of extracurriculars

MOBILITY LABS