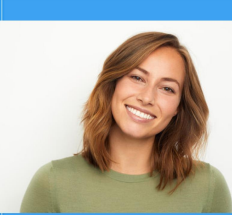
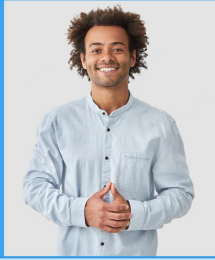
		<p>Marcus</p> <p>Background</p> <p>Adam is a fourth year computer science student at UF who has begun to realize most of his friends are American. He is interested in diversity and realizes he has a lack of multi-cultural friends. Being a student, he has access to the clubs of the school, and now needs to act on becoming a member.</p>
<p>Demographics</p> <ul style="list-style-type: none"> • Male • 21 • American • Senior - Mechanical Engineering 	<p>User Need</p> <p>Marcus needs to make more friends of various ethnicities in order to diversify his understanding of the world and learn more about different cultures.</p>	
<p>Goal of the User</p> <p>Explore as many clubs with cultural variation as possible</p>	<p>Motivations</p> <ul style="list-style-type: none"> • Learn more about novel culture • Make friends of different ethnic backgrounds 	<p>Frustrations</p> <ul style="list-style-type: none"> • Difficult to connect with new clubs • No easy way for finding cultural clubs

		<p>Sally</p> <p>Background</p> <p>Sally is in her second year at UF. She is majoring in business and wants to get a minor in Spanish. She is interested in learning about some of the cultures whose main language is Spanish. On top of that, she also believes that being able to speak Spanish will be valuable for her future career.</p>
<p>Demographics</p> <ul style="list-style-type: none"> • Female • 20 • American • Sophomore - Business/Spanish 	<p>User Need</p> <p>Sally needs to get better at Spanish to improve her career options. She also wants to use her Spanish speaking to help her connect with a Spanish speaking culture.</p>	
<p>Goal of the User</p> <p>To join one or more clubs where she can practice her Spanish and learn about a new culture.</p>	<p>Motivations</p> <ul style="list-style-type: none"> • Learn Spanish better/faster • Immerse herself in a Spanish speaking culture 	<p>Frustrations</p> <ul style="list-style-type: none"> • Hard to find all the clubs involving Spanish • Difficult to find information on these clubs



Adam

Background

Adam is a fourth year computer science student at UF who has recently started watching a bunch of anime shows. Being half Japanese, he has always been interested in learning more about anime culture and Japanese culture in general.

Demographics

- Male
- 22
- American/Japanese
- Senior - Computer Science

Goal of the User

To join a club about Japanese and Anime to connect with more people.

User Need

Being his final year at UF, he wants to find a group as quick as possible with which he can talk about anime and Japanese culture as a whole.

Motivations

- Learn more about Japanese culture
- Share Interests in Anime

Frustrations

- Cannot find clubs easily
- Hears about club and cannot figure out how to get involved