Billy Bob, by Gregory Elsey

age: 19
residence: Columbia, South Carolina
education: High School Graduate
occupation: College Student
marital status: Has a girlfriend

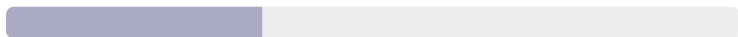*"I got a lot on my plate, so I don't have time right now!"*

Billy has a packed schedule with six classes and spends most of his time on homework. He tries to make time for his girlfriend, but he sometimes can't make time.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Being able to get himself organized so that he can spend more time with his girlfriend.
Getting good grades in his classes.
Feeling on top of everything that is currently going on.

Needs

- Ways to notify when an event is coming up
- Being able to set exact time for events
- An easy way to organize himself

Wants

- Ability to customize the app ascetically
- How much time before getting a notification for an event

Values

- Completing work for his class to the best of his ability
- Being able to be there for his girlfriend

Fears

- Failing his classes
- Breaking up with his girlfriend
- Being buried in his work

Conrad Bartley by Ben dela Pena

age: 19
residence: Columbia, SC
education: college student
occupation: none
marital status: N/A

"Dang, I forgot about that"

Conrad spends most of his time either playing video games, watching movies or hanging out with friends. He is really laid back and always makes good scores on any exams even without studying. While he does good on his exams he often forgets to turn in assignments or forgets that he has them completely.

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Criteria For Success:

Something that can easily help him keep track of his assignments. He needs something to notify him to make sure that he is getting his work done.

Needs

- A list of what to do
- Reminders for when assignments are due
- All class assignments in one place

Wants

- Something that is simple to use
- assignment alerts

Values

- Efficiency
- Simplicity

Fears

- Failing and having to do more work
- Getting in trouble with his parents

Perry Haverdale by Mia Dia

age: 18
residence: Columbia SC
education: College Student
occupation: Cashier at Chick-Fil-A
marital status: Without

I'll wait till the last minute, but still somehow finish on time!

They like to optimize the time they spend so they have enough free time and time for school

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

One thing that's needed is a good study plan to follow; they need As and Bs in all their classes to feel accomplished.

Needs

- Reminders for class times
- To get work in on time
- A reliable schedule

Wants

- Time for themselves
- To join different clubs
- Get involved at campus

Values

- High level planning
- Detailed plans
- Free time

Fears

- Failure
- Deadlines
- One day they will lose interest and passion in their career field

Corenlious Jones

age: 19
residence: Columbia, SC
education: College Student
occupation: None
marital status: Single
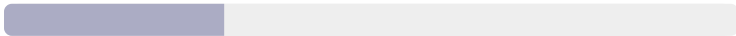
"I just wanna play soccer with my friends"

Cornelious is a college student who also plays on the schools soccer team. Cornelious isn't a super dedicated student and with soccer and wanting to hang out with friends Cornelious is usually quite unorganized.

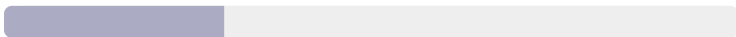## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Cornelious wants solid grades all while being able to maintain his social and atheltics life.

Needs
- An easy organized schedule
- School assignments and due dates clearly listed
- Other sports/activities with times and notifications

Wants
- Time for friends
- Time to practice soccer
- Simplicity in his schedule

Values
- Being with friends
- Playing soccer
- Clarity

Fears
- Missing assignments
- Loosing Sleep
- Failing School

MOBILITY LABS