

James Bond, by Costell Johnson

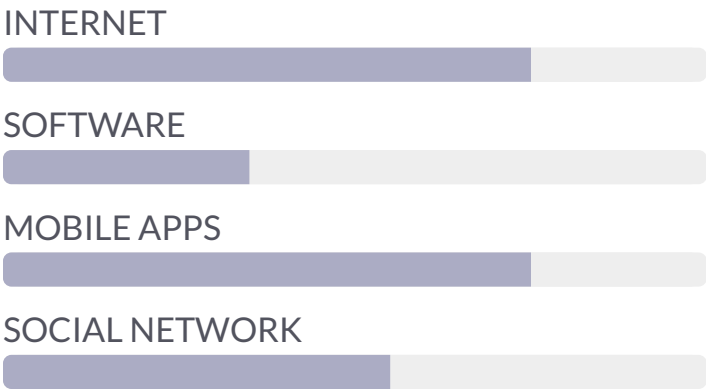


age: 19
residence: Columbia, SC
education: Bachelor's Degree
occupation: Student
marital status: Single

"I have to pay in order to complete assignments"

James Bond, named after the James Bond, is a 19 year old student at the University of South Carolina. He doesn't come from a wealthy background, so when he was told he couldn't access some resources or assignments without purchasing an \$120 textbook, he was left feeling helpless.

Comfort With Technology



Criteria For Success:

He needs to pass his classes and stay on track to graduate without excessive debt.

Needs

- Access to textbooks and course materials without breaking the bank
- A strong support system
- Affordable or free academic tools

Wants

- Affordable access to education and resources
- Academic success without financial strain
- A part-time job or scholarship to support himself

Values

- Hard work and perseverance
- Fairness

Fears

- Falling behind because of financial limitations
- Having to drop out or take on significant debt



Maria Alvarez by Costell Johnson



age: 22

residence: Austin, TX

education: Pursuing an Associate's Degree

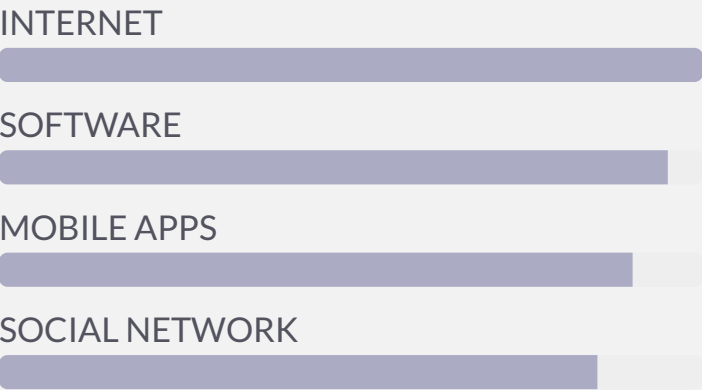
occupation: Student, Part-Time Barista

marital status: Single

"I want to build something creative, but I need to survive first"

Maria is a first-generation college student studying graphic design at a local community college. She balances her coursework with a part-time job at a café, where she spends long hours making drinks to pay for tuition, rent, and supplies. She dreams of transferring to a four-year university to earn a bachelor’s degree but worries about the financial burden.

Comfort With Technology



Needs

- Affordable and reliable access to coursework
- Mental and emotional support during stressful times

Values

- Creativity
- Resilience

Criteria For Success:

A lot of Maria's courses require a textbook that gives her an access code she can use to acquire different applications and resources. Maria needs an affordable solution that allows her to complete her work and access materials.

Wants

- A stable career in graphic design
- A senses of financial security and independence

Fears

- Fears are the things that keep him or her up at night
- This might be something like failure
- But might also have to do with real fear

Elijah Carter by Costell Johnson



age: 20

residence: Denver, CO

education: Pursuing Bachelor's in Engineering

occupation: Student, Peer Tutor in Math Lab

marital status: Single

"How am I supposed to learn if I can't even afford the book?"

Elijah is a second-year engineering student who loves problem-solving and technology. He’s passionate about his studies but constantly struggles with the high cost of textbooks, which are often required for homework and online assignments. He works part-time as a peer tutor in the campus math lab, helping other students while earning just enough to cover rent and food.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Elijah needs to be able to complete assignments on time without struggling to find textbooks, as well as a long-term, affordable solution of acquiring class materials.

Needs

- Reliable access to textbooks
- Support from professors and peers
- Mental resilience to push through financial stress

Wants

- Affordable access to textbooks and learning materials
- A better system for students to share or rent books
- More professors who use open-source or library-accessible materials

Values

- Innovation
- Fairness
- Knowledge

Fears

- Having to work more hours, which cuts into study time
- Missing out on career opportunities due to financial hardship