

Sophia

age: 18

residence: New Jersey

education: First year student at Rowan University

occupation: part time job as a waitress

marital status: single



"Just trying to find my path in life"

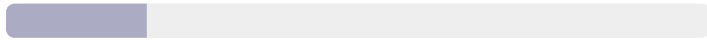
A new student who just turned 18 that is helping pay for her college. She wants to make a difference in the world but her financial struggles are holding her back. Sophia is majoring in health care but she struggles with commitment and will most likely change her major.

Comfort With Technology

INTERNET



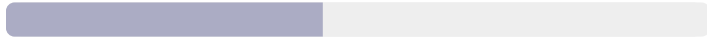
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She hopes to graduate in the next four years and hopes that the world will guide her to find the right career.

Needs

- Financial support
- Money management

Wants

- to finish college
- financial stability
- to meet new people and make friends

Values

- making a difference in the world
- being successful in her career

Fears

- disliking/changing her major
- affording college
- graduating early
-

