

# Assignment 2

---

BY AUSTIN RAMSEY, CALVIN LE (219), MITCHELL BROWE

# PERSONA DEMOGRAPHICS

## Students



## Demographics

- Full time students
- 16-24 years old
- Full time/Part-time jobs
- Income < \$40k/yr
- Many expenses

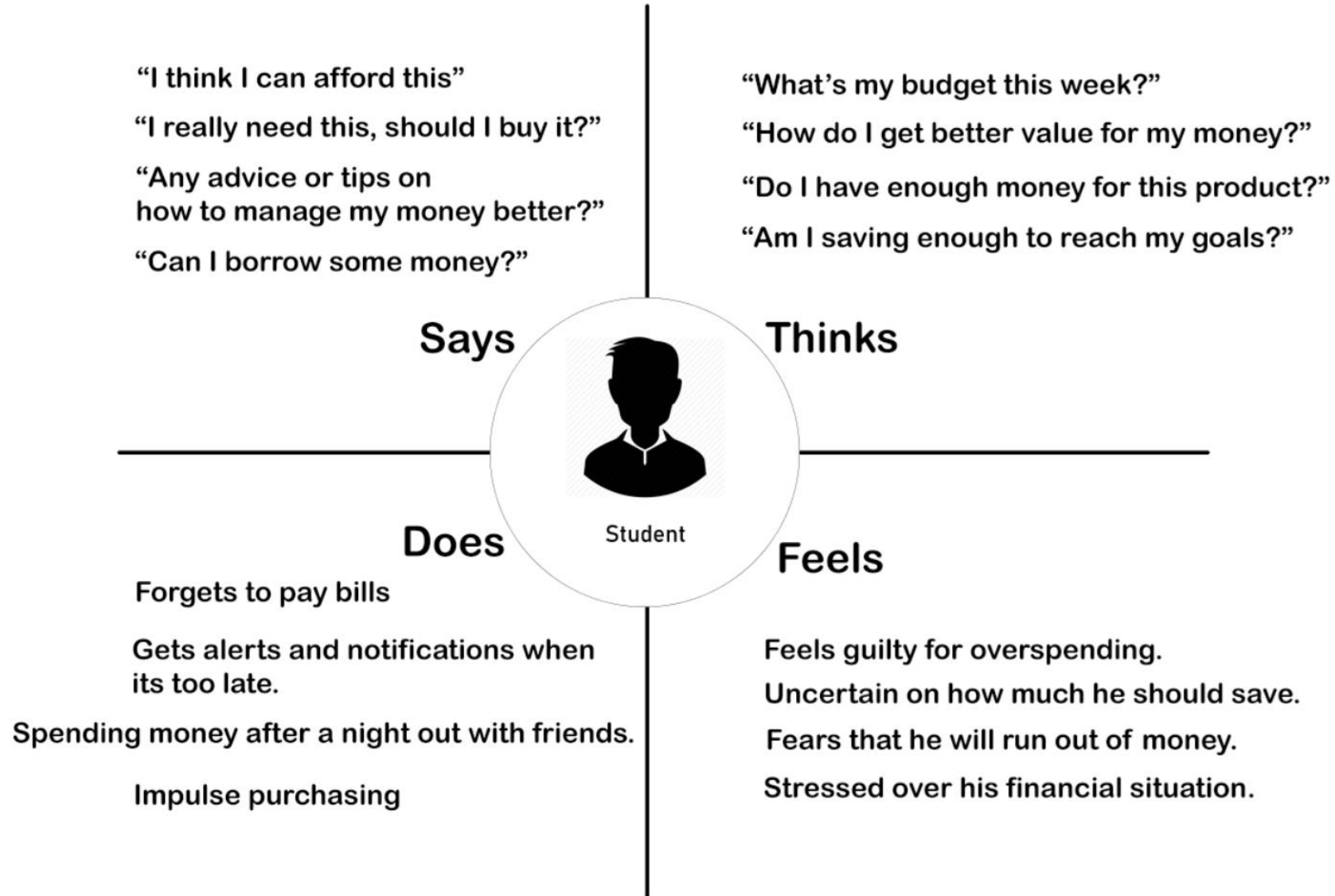
## Behaviors

- Attends class
- Goes to work
- Often forgets to do things
- Makes impulsive purchases
- Pays bills and tuition

## Needs & Goals

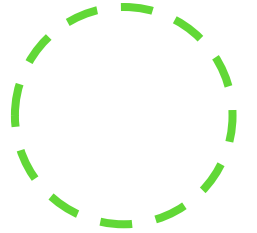
- Save money for the future
- Track expenses, minimize purchases
- Make time for friends
- To feel like they "have it sorted out"
- Make a budget and stick to it

# EMPATHY MAP- STUDENT





# A Day in the Life



## Activities

Homework, Studying,  
attending Class, doing  
Chores

## Past Times

Hangs with Friends,  
Plays Sports, plays  
Video Games, listens to  
Music, goes to Parties

## People

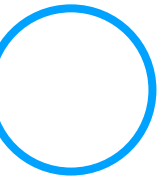
Fellow Students, Family,  
Coaches, Teachers,  
Professors, other  
Parents

## Concerns

Grades, Social Life,  
Athletics/Extra-  
Curricular

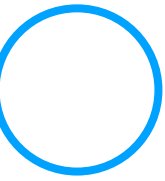
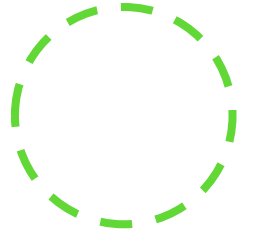
## Places

School, Home, Friends'  
Homes, Malls, Theaters,  
Sports Venues



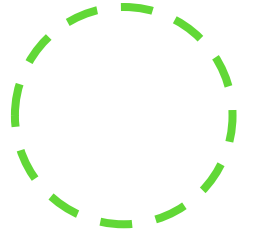


# QUESTIONS





# HONOR CODE



I have neither given nor received unauthorized aid in completing this work, nor have I presented someone else's work as my own.

