

Chad

age: 20

residence: Iowa

education: Elementary School

occupation: Offshore oil drilling

marital status: Single

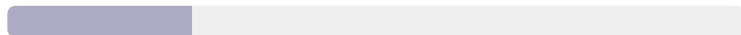


Yes

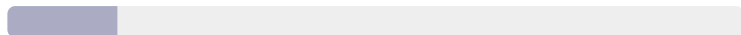
3am-wake up. 3:01 am-breakfast. 3:03 am-gym for 6 hours. 9:03 am-work for 18 hours. 5:03 am next day-class for 14 hours. 7:03 pm - dinner. 2:57 am-sleep.

Comfort With Technology

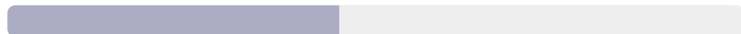
INTERNET



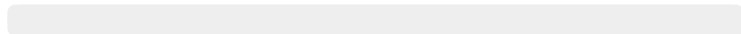
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

50000 calories per meal

Needs

- Fried Chicken
- Easily and quickly turn in work
- Access class resources (books, slides, etc)
- View assignments and due dates

Values

- Message instructors for quick and easy communication (in addition to email)
- Auto grading on multiple choice assignments

Wants

- See weighted grade and gpa in the same place

Fears

- None
- lack of chicken

Jess

age: 19

residence: Columbia, South Carolina

education: High School Diploma

occupation: Grocery Bagger

marital status: Single and ready to mingle



I just totes loves this school and the peeps so much like wow

I totes spend most of my day in my dorm or at Starbucks with my girlfriends. School is just too much sometimes so I must have my daily dose of coffee or I'll lose my mind.

Comfort With Technology

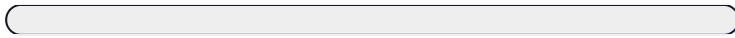
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Everything must be simple and plain as day for me to be successful I cant be assume that I can think for my self smh

Needs

- I need there to be a Starbucks near by at all times
- Charging locations for my totes cool new and hot iPhone 15 max pro x edition

Wants

- I want more Starbucks locations around campus that would be totes cool
- More transportation to classes since walking is such a hard task in my everyday life

Values

- I have 1000 followers on my Insta
- My dad got my back no matter what fam
-

Fears

- I might have to do some of that thing where people call it thinking for my classes
- yeah just like yeah...

Austin Nicolas

age: 19

residence: Columbia, South Carolina

education: College degree

occupation: Full-time student

marital status: Single



"C's get degrees!"

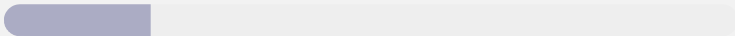
He wants to do well in his classes, but is forgetful. His attention is often taken by his friends and hobbies, and finds it easy to forget some parts of his schoolwork.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Avoid forgetting his day-to-day assignments.

Needs

- To do list
- Submission links

Values

- Completeness
- Timeliness

Wants

- Instructor contacts
- Reminder notifications

Fears

- Getting behind
- Being taken off-guard