

# Charlotte Webster, by Daniel Gleaves

age: 21

residence: Raleigh, NC

education: Some College - Public Health

occupation: Full-Time Student

marital status: Single



*"We can heal the world on person at a time."*

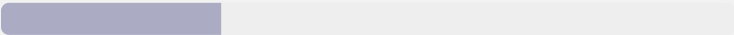
Eats a healthy breakfast, goes to class early, uses a planner, does research, works out, and goes to sleep early.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Simple, clean layouts
- Ability to export to her Google Calendar
- Submit all her work on-site
- Different views for week, month, and course
- Assignment reminders

## Values

- Simplicity
- Organization
- Public opinion
- Reliability

## Criteria For Success:

Charlotte needs to be well-rested, organized, and following a preplanned day.

She likes to get her work done early, eat healthily, and make sure her environment is clean before she can work.

She is very Type-A.

## Wants

- Join Blackboard meetings on-site
- View Google Calendar on-site
- Share her submissions to social media
- Log-in persistence
- Spell-check and grammar-check on-site

## Fears

- Missing deadlines
- Being unorganized
- Disappointing her parents
- Social disapproval

# David Adkins, by Brian Grove

age: 20

residence: Charleston, SC

education: Sports Managemet - Degree In Progress

occupation: Full-Time Student

marital status: Single



*"I constantly am looking for ways to improve myself and the world."*

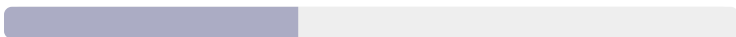
David works hard to stay on top off his classes and learn the information. When he is not in class he is playing intermural sports. David constantly challenges himself and looks for areas where he can improve.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Maintaining a high GPA and getting regular excercise are what make David feel successful.

Adapting to change.

Getting work in on time and studying.

## Needs

- A schedule planner that organizes what he needs to do and when.
- He needs a place where he can view all of his due dates.
- A flexible schedule due to his bartending job.

## Values

- Consistency
- Efficiency
- Unity
- Dependibility

## Wants

- A dropbox site he can go to for all of his classes.
- A detailed calendar or schedule that tells him due dates for all of his classes.
- Reminders about when assignments are due.

## Fears

- Failing his classes.
- Being unprepared for an exam.
- Not having the necessary resources to succeed in his classes.

# Sean Reynolds (Evan Grunewald)

age: 23

residence: Lexington, SC

education: Some College

occupation: Full Time Student

marital status: Single



*"I want the world to see me for who I am."*

Sean works very hard to keep up with his college classes so that he can be seen as a hard and dedicated worker. Every day he writes down what he wants to get done for the day, and saves links to as many resources for his online college classes as possible.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Have a clean and organized schedule
- Ability to take college classes fully online

## Values

- Organization
- Preparedness
- Leadership

## Criteria For Success:

Being organized and on top of his college classes, always knowing what he needs to get done each day. Always being prepared for tests and exams. Ability to look professional in front of others.

## Wants

- Online College classes
- Class Calendar and schedule system.
- To be seen as intelligent and prepared

## Fears

- Missing assignments
- Doing poorly on tests
- Appearing disorganized or irresponsible to others.

# Brian Carter, by William Hobbs

age: 40

residence: New York, NY

education: Bachelor of Business Administration

occupation: Investment Banker

marital status: Married, with one child



## *Executive MBA student with taxing day job*

Brian is an Investment Banker from New York, NY enrolled in an Executive MBA program. In this program, he attends night and weekend classes while completing work online in order to get his MBA. Since he has a taxing day job and a difficult school program at night, he needs a strong way to keep track of his assignments for his online classes.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Brian is very comfortable with technology and wants to use powerful tools to keep himself on track.

### Needs

- Way of keeping track of assignments
- Way of notifying him of approaching due dates and impending assignments

### Values

- Staying on task
- Education, getting another degree

### Wants

- Beautiful app design
- Compatibility with both Windows and iPhone

### Fears

- Missing an assignment
- Technical failures and bugs