

Emily Hachmeister by Yiqian Sun

age: 20

residence: California

education: University of Southern California

occupation: College student

marital status: single



"I would like to find tools and information that contains all my major's research so that I can do my project faster"

Emily Hachmeister is a diligent student at the University of Southern California studying degrees in psychology and public health. She is currently in her sophomore year and party thing is not interesting for her. Although she would rather be at home, reading a book or studying, she also likes to hang out with her friends and watch stranger's behavior.

Comfort With Technology

INTERNET



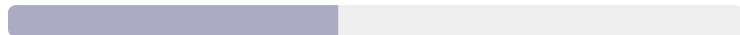
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To make her researches more professional.

Needs

- gathering all information together
- easy to access and also can link to the school website
- a brief summary of every article

Values

- time savings
- knowledge growth

Wants

- articles that are not out of the dated
- show the relationships between one article to another article

Fears

- reading something that is not related to the major
- articles that she already read

Jim Harrison by David Vo

age: 20

residence: Atlanta, GA

education: Georgia Tech

occupation: Research Assistant

marital status: Single



"A solid foundation is a good education"

Jim Harrison is a student at the Georgia Institute of Technology. He is currently a junior in university and would like to organize his academic and personal information to look for more job opportunities. while studying to complete his degree.

Comfort With Technology

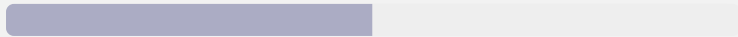
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To make studying and looking for other study opportunities simple and easy.

Needs

- Having their personal information in one place.
- To see their academic history and progress in one place.
- A brief summary of what to focus on.

Values

- A simple and intuitive design.
- Convenient to access products.

Wants

- To be reminded of important dates.
- Be linked with extra out of school opportunities.

Fears

- Forgetting important assignments.
- Failing key courses.

Anthony Scaramucci

age: 63

residence: New York

education: High School

occupation: Taxi Driver

marital status: Single

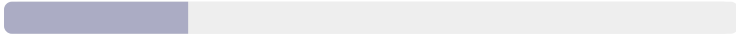


That's life.

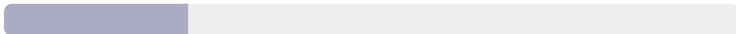
Anthony spends most of the day driving, and when he comes home he wants to relax and enjoy a beer. He lives for his family, his days of clubbing long in the rear-view mirror.

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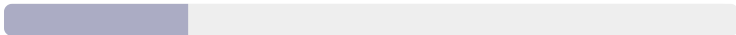
INTERNET



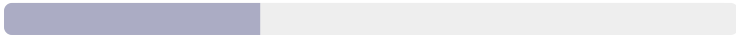
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Tony sees his children and grandchildren's success as his success. He measures this in monetary value and academic/career accomplishment, and does not place high weighting on happiness.

Needs

- Tony needs to understand his grandchildren's options.
- He has little to no experience with technology, and needs something that requires little training or familiarity.

Wants

- Tony has poor eyesight; he wants the ability to magnify the text

Values

- Brevity
- Simplicity

Fears

- A feeling of having been left behind by modern-day America, i.e. cultural progress

Hannah Miller

age: 20

residence: Greenwood South Carolina

education: Lander University

occupation: College student

marital status: single



"Panic plays no part in the training of a nurse."

Hannah Miller is a student at Lander University that is studying to be a registered nurse. She is in her junior year and spends most of her time studying and keeping up with her class work. She also enjoys playing soccer on the weekends and hanging out with friends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To be stress free and efficient at studying

Needs

- Check grades assignments quickly
- Access to content needed for her course

Values

- Time efficient
- Earning her degree

Wants

- Something that motivates her to stay on tasks
- The ability to find the information she needs quickly and easily

Fears

- Wasting time studying unnecessary content
- Losing focus with no incentives