

Derek Chance

age: 18

residence: SC

education: High School Diploma (In College)

occupation: Part time at fast food restaurant

marital status: Single



"I'm very excited to start this new chapter of my life at university."

Derek is a first year student at university and works part time at a nearby fast food restaurant.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Success in his major at university.

Needs

- User friendly experience
- Connection to peers
- Easy navigation of campus

Values

- Ease of use
- Organization

Wants

- Simplicity
- Organization
- Reliability

Fears

- Being late to class
- Getting lost on campus