

# Samantha Reynolds

age: 34

residence: Jericho, Vermont

education: Undergraduate

occupation: Student/ Artist

marital status: Single



*Life is a symphony, and I'm composing my own masterpiece, one note at a time.*

Samantha loves music, but sometimes she struggles to meet school deadlines.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Academic support for her studies
- Musical equipment for her music
- Time management skills
- Networking opportunities
- Creative inspiration
- Emotional support

## Values

- Music
- Education
- Creativity
- Resilience

## Criteria For Success:

For Samantha, success means excelling in both her studies and her music while finding joy and fulfillment in her pursuits.

## Wants

- Wants recognition and success in her music career.
- Wants an app to help remember deadlines and add non-school tasks to the schedule.

## Fears

- Academic underperformance
- Failure in her music career
- Losing her creative inspiration
- Financial instability

# Geno Smith

age: 22

residence: Apartment

education: Undergrad

occupation: Athlete

marital status: Married



*I'm so busy! How do I get everything done?*

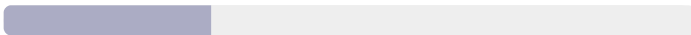
Geno spends a lot of time with his team playing football, and working out. He is struggling to find time to study and go to classes.

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## Criteria For Success:

To balance school time and football time

## Needs

- Make time for practice
- Make time for games

## Values

- Teamwork
- Winning
- Strategy

## Wants

- Get work done in between practice and games
- Time to work out extra

## Fears

- Rattlesnakes
- Being tardy

# Kenneth Piers

age: 20

residence: Columbia, SC

education: Undergraduate

occupation: Student / Server

marital status: Single



*I wish there was a way to help me balance out my schoolwork and life.*

Kenneth enjoys his hobbies outside of school. But he seems to always miss deadlines for tasks.

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SOCIAL NETWORK



## Criteria For Success:

A way to organize and submit schoolwork before deadlines

## Needs

- Needs a timeline reminder for tasks
- Needs an easier way to view upcoming tasks

## Values

- Values his personal time
- Values receiving high grades in school

## Wants

- Wants an app that will make it easier for him to remember upcoming due dates
- Wants a way to also add in non-school related tasks into his schedule management

## Fears

- Afraid of not doing well in his classes
- Afraid of not having enough time for himself

# Harry Lewis

age: 19

residence: Apartment

education: Undergraduate

occupation: Student

marital status: Single



*Ahh I'm so unorganized I can't do any work productively*

A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

INTERNET



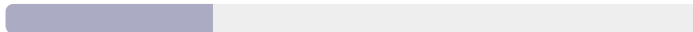
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Better time management skills
- Better organization of different school work projects

## Values

- Values productivity and growth mindsets

## Criteria For Success:

Needs a better way to organize school work and clubs

## Wants

- Wants a place where he can store any project work for any class and all information related to it

## Fears

- The dark
- Not getting assignments in on time
- Losing various documents or websites needed for his work