

Aniya Lou

age: 19

residence: Columbia, SC

education: High School

occupation: Part time Walmart Employee/ Student

marital status: Single



I like to crotchet different color cows

Aniya attends her morning classes even though she's not a morning person and then goes to work at Walmart for a few hours. She then comes back to her dorm and takes a nap until it's time to wake up and do her homework.

Comfort With Technology

INTERNET



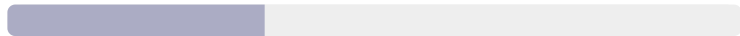
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Wants to get A's in all her classes.

Needs

- Ample time to lay in bed.
- Help with finacial aid.

Values

- Values strong bonds with people

Wants

- A dog
- To be done with college.

Fears

- The dark
- Clowns

John Doe

age: 19-21

residence: Columbia, SC

education: Bachelor's in International Business

occupation: Full Time UofSC Undergraduate Student

marital status: Single



I don't like mornings.

- Bachelor's in International Business. About the laziest person anyone has ever met. Very broke at all times from constantly partying. Very outgoing.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Needs easy to navigate options with good accessibility and easy sharability. Works best with simple guidelines and iOS interface.

Needs

- ability to access textbooks online/on mobile platform
- ability to annotate textbooks
- ability to collaborate with other users (share notes, group share)

Values

- free access
- easy navigability/organized ordering of resources
- large library of resources

Wants

- clear user interface
- compatibility across devices
- dark mode
- font/accessibility features

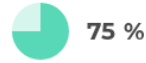
Fears

- only physical textbook availability
- paywall
- irrelevant resources
- no ability to annotate or share PDFs
- poor user interface

NAME

John Doe

MARKET SIZE



TYPE

Outgoing



Demographic

♂ Male 21 years

📍 Columbia, SC

Single

Customer

\$14,000

Skills

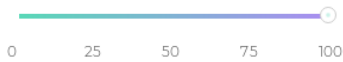
Researching



Budgeting



Partying



Time Management



Needs

- ability to access textbooks online/on mobile platform
- ability to annotate textbooks
- ability to collaborate with other users (share notes, group share)

Wants

- clear user interface
- compatibility across devices
- dark mode
- font/accessibility features

Background

Full Time UofSC Undergraduate Student -- Bachelor's in International Business. About the laziest person anyone has ever met. Very broke at all times from constantly partying.

Values

- free access
- easy navigability/organized ordering of resources
- large library of resources

Fears

- only physical textbook availability
- paywall
- irrelevant resources
- no ability to annotate or share PDFs
- poor user interface

Technology



Browsers



Steven Steven

age: 28

residence: Downtown Columbia, SC

education: High School

occupation: Street Performer

marital status: Single



"The only thing we have is hummus"

Wakes up, gets out of bed, drags a comb across his head. Gets a drink at starbucks, where he writes lyrics to his new song on a 2013 macbook pro. Hypes himself up for like 30 minutes before going out on the street to perform. Makes about 5-15 bucks each night, but there's also a ~50% chance that he gets mugged every other night. Luckily he makes his guitar sound so bad that any robber would figure that it has negative value and decide not to steal it. He gets chicken nuggets from mcdonalds for every dinner. Lives with his parents.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Wants literally anyone to think that his music is good. Dreams of making enough friends to form a band.

Needs

- Enough money to support his lifestyle of starbucks and mcdonalds.
- Friends.

Values

- Secretly he studies all sort of technical engineering for sound production just in case he ever gets enough money to buy an electric guitar. Has a beyond college level understanding of this information.

Wants

- A nicer tech setup.
- An electric guitar.
- His parents to love him.

Fears

- That his life is being Truman Show'd.
- Going to college.
- Not afraid of getting mugged but afraid that the muggers will think he is poor when they steal from him and thusly not want to be friends.