

# Sarah Jones

age: 18

residence: Columbia, SC

education: High School Diploma

occupation: Chipotle

marital status: Single



*I need help managing my schedule!*

Sarah is a computer engineering major at USC. She want to keep up a good social life and work at her part time job but she is struggling because of his rigid schedule.

## Comfort With Technology

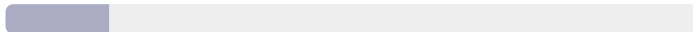
INTERNET



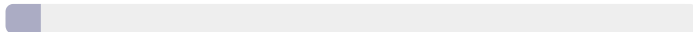
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- A constant income from her PT job
- Pass her classes to get a degree
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## Values

- Her academics
- Her friends
- Money

## Criteria For Success:

High GPA

Building a social network for friendship purposes and for her future job

Being financially stable

Being happy and having a fun time at college

## Wants

- A way to fix her schedule
- An easy way to have access to her advisor
- A nice social life with friendships and people for social networking

## Fears

- Failure
- Being broke cause of debt
- English class

# Bob John

age: 19

residence: Detroit, Michigan

education: Freshman in college

occupation: No job

marital status: Single

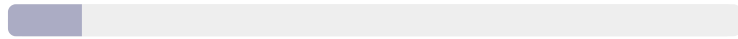


*"Life is like a jar of peppers. What you do today can burn your butt tomorrow".*

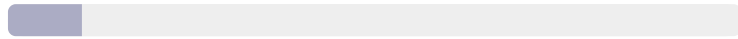
Likes to study, workout, and hang out with friends.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

We need our app or website to be intuitive and easy to navigate.

## Needs

- Downloadable app or useable website where he can get his classes from.

## Values

- Values time and efficiency
- Values reliability

## Wants

- Intuitive design so someone with low technology comfort can still use.
- Classmate pairing so he can join classes with his friends.

## Fears

- Fears that he will fail college and disappoint his family
- Fears losing all his friends

# Jim Robbins

age: 71

residence: Columbia

education: Masters

occupation: Professor at University

marital status: Married



*I like student participation and engagement in class!*

Dr. Robbins is a professor at a university who is implementing this new feature to allow students to have more flexible and less demanding class schedules. Dr. Robbins is an old school professor and does not have a great understanding with technology. However, Dr. Robbins is a successful professor with an outstanding career and social network.

## Comfort With Technology

INTERNET



SOFTWARE



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## Criteria For Success:

For Dr. Robbins to feel like he is teaching a successful class he needs to have a high student participation in class to get material across to his students.

## Needs

- Students need to be alert and engaged
- Students need to be on time
- Simple to use technology

## Wants

- Students to be less groggy when coming to class
- Students to have the ability to take his class at different times depending on their needs
- Students to take his class when they will be most attentive

## Values

- Hard workers
- Dependable people
- Success

## Fears

- Technology
- Failure
- Laziness

# Peter Griffin

age: 18

residence: South Carolina

education: High School Diploma

occupation: Student

marital status: Single



*Go cocks, Spencer Rattler is the best college Quarterback!*

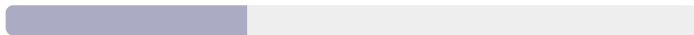
My name is Peter Griffin, I am in Alpha Sigma Phi, I am a business major at USC, and I love to play football with my friends.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- A comfortable college schedule.
- A break in college schedule from 2-3 p.m.
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## Values

- High level planning.
- Comfortable schedule.

## Criteria For Success:

An app that can make scheduling easier.

## Wants

- An easy way to schedule classes in a more flexible way.
- A way to schedule around his fraternity's events.

## Fears

- Have morning classes
- Have bad professors
- Have late classes
- have too many classes