

Jessica Watson

age: 27

residence: Columbia, South Carolina

education: Masters Degree

occupation: College Guidance Counselor

marital status: Married with kids

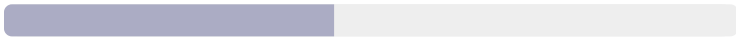


Helping kids reach their potential day by day!

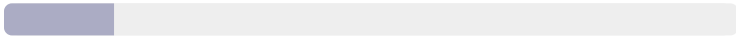
Spend my days working with students, giving them resources, whether that's material resources or someone to talk to. My job is to make sure each one of my students is set up for success in their classes.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To be successful I need to find resources for students that are accessible, easy to use, and actually beneficial. My kids need to be willing to put in the work and there are so many assets out there that could lend a helping hand. For me to be successful I need my students to feel prepared and supported.

Needs

- An app that helps keep my students organized
- Something that helps them plan out their work and when to get it done
- Accessible

Values

- Notifications
- Easy assignment input for teachers AND students

Wants

- A communication feature
- A scheduling feature
- An extension request feature

Fears

- Easy to use
- Simple layout

Dr. Mary Lou

age: Mary Ann-Joseph Lou

residence: Athens, GA

education: PhD Computational Neuroscience

occupation: Research at UGA

marital status: Single, without kids



The secret to a students success is timeliness and organization.

Reading, ultrarunning, teaching, public speaking, designing courses

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Needs

- Students to understand the details of their assignments and projects
- An organized, well thought out course load manager
- To work alongside a team of well-rounded and hard-working people

Values

- Organization and planning
- Streamlining processes that will aid academic pursuits
- Teaching abstract/difficult concepts

Criteria For Success:

Maintain high performing graduate and undergraduate students

Maintain order and timeliness in order to accomplish objectives efficiently

Learn and grow by getting through objectives quickly

Wants

- A flexible application to aid semester planning
- Helpful tools and functionality of said application
- Time away from students asking about due dates and assignment details
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Fears

- Students failing or having a difficult time in a course, and that potentially reflecting the aptitude of the professor
- 10 new emails in a day about an assignments details

John Banner

age: 19

residence: Greenville, SC

education: College

occupation: Does not have a job (College Athlete)

marital status: Single



I need a better way to see all my assignments on time

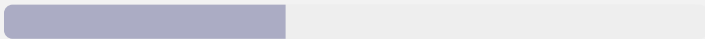
They wake up at 5am to make it to their morning practice and finish at 6:30. They then get ready for classes and are done with classes at 3. After classes they have another practice at 5pm, that last until 8:30pm.

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Criteria For Success:

They need to be able to see all their work in one place because they don't have time to go on multiple different places to find what they need to do.

Needs

- Learn better time management
- Graduate on time
- More time to study

Values

- Manages stress well
- A team player
- knows how to ask for help when needed

Wants

- To be on top of their assignments
- be a better athlete
- Making it to the NBA

Fears

- Failure
- not being stable

Owen Proffit

age: 18-23

residence: Columbia

education: College

occupation: Software Engineer

marital status: Single



Why can't it be easy to schedule my school assignments

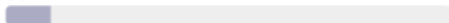
A quick summary of behaviors and practices like how he/she spends their day.

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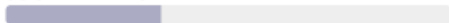
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Do great in school.

Needs

- Learn to code
- Graduate College
- Get a high paying job to pay bills

Values

- Smart
- Easy going
- Great in teams

Wants

- Money
- Get good grades
- Be in a relationship

Fears

- Being alone
- Heights
- Failing