

Lucy Philips

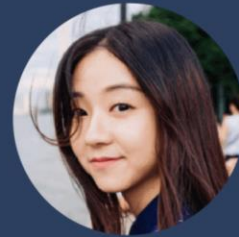
age: 18

residence: Georgia, Atlanta

education: High School Graduate

occupation: Full Time Undergrad Student

marital status: Single

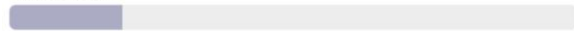


"With love anything is possible"

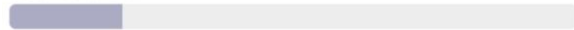
Lucy's day starts with early morning lectures. After classes, she spends hours in the library, poring over textbooks. In the evenings, she spends time doing selfcare and sleeping.

Comfort With Technology

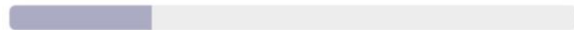
INTERNET



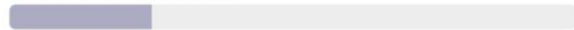
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- To spend less time on schoolwork.
- To understand the topics, she learns in class easier.
- To branch out and talk to other students.

Needs

- A way to not feel embarrassed for the questions she has.
- An easy way to talk to the students in her class.
- The app to be affordable.

Values

- Doing well in her classes.

Wants

- A way to communicate with other students from her classes when she has questions.
- A non invasive way to plan study sessions with the students from her class.

Fears

- Other students will judge her for the questions she asks.
- She will get trolled, and the app won't be helpful.



Jonas Hoffman

age: 19

residence: Los Angeles, CA

education: High School Diploma

occupation: Undergraduate Student

marital status: Single



"The joy of life comes from our encounters with new experiences"

Jonas is a sophomore studying Accounting at UCLA. He is a foreign exchange student from Berlin, Germany, who just transferred this year. He is a member of the mountaineering club, the club soccer team, and Habitat for Humanity, and enjoys spending time with his friends. He is having trouble adjusting to the coursework and new culture in America.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

A strong social network to encourage and uplift him, socially and academically

Needs

- A rigid schedule
- A platform to seek help in difficult classes
- Accessibility in multiple languages

Values

- Punctuality/dependability
- Work ethic
- A sense of community

Wants

- Resources to improve himself academically
- An approachable way to reach out to other students

Fears

- Doing poorly in school
- Feeling helpless
- Unknowingly violating American social norms



Maeve Conroy

age: 24

residence: Charlotte, NC

education: Bachelors Degree

occupation: Graduate Student/TA

marital status: Single | No children



work hard, play hard

Joan is a first-year graduate student at UNC Charlotte studying physics. This year, she has the opportunity to be a Teaching Assistant for an intro physics class. This job entails grading student's work, teaching the lab portion of the course, and hosting office hours. Having gone through the course herself, Joan knows how challenging these concepts can be for new students and wants to give them every opportunity possible to not only do well in the course but thoroughly understand the content.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- To see what concepts her students struggle with
- To help her students understand the importance of collaboration in their field
- To ensure her students have a strong base understanding of the introductory concepts

Needs

- To ensure academic integrity throughout the collaboration process
- Low-maintenance application

Values

- Student growth
- Low maintenance
- Low time commitment

Wants

- An easy-to-navigate product that can quickly show her what concepts her students don't yet grasp

Fears

- Application promotes/allows for cheating
- Students don't take advantage of the app out of fear
- Doesn't actually improve student achievement
- Monitoring app adds endless to-dos

