

James Gheeney

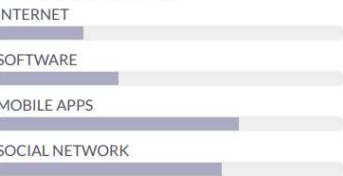
age: 62
residence: State, city, or even neighborhood
education: PhD
occupation: Job or primary way of making money
marital status: Married | w/ children



"Always looking for a better way to teach"

James is an experienced professor, having taught English for a number of years. He is an older man, and far from being technologically savvy; but he has never stopped trying to improve how he connects with his students.

Comfort With Technology



Needs

- More work being turned in on time
- Uncomplicated startup and maintenance
- An easier way to communicate with the class

Values

- Teacher-pupil connection
- Lessened student stress

Criteria For Success:

A noticeable increase in individual student participation

Wants

- A fun way for everyone to track assignments
- Increased peer to peer correspondence
- Better cooperation on group projects
- More self-motivated students

Fears

- The difficulty of having to learn a whole new app
- Doesn't actually improve student performance
- Efforts being perceived as corny or annoying

Spencer Oswald

age: 19
residence: Columbia, SC
education: High School
occupation: College Student (Online)
marital status: Single



"I'm running on two hours of sleep right now"

Usually doing either classes, homework, studying, or video games.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

- A way to track assignments
- A way to communicate with professors/teachers
- A way to access assignments

Values

- Convenience
- Communication
- Free Time

Criteria For Success:

Enough time for assignments
Motivation to work
Sleep

Wants

- A single place that tracks all assignments
- A tool for time management
- External motivation to do assignments

Fears

- Exams
- Forgotten assignments
- No free time



Robert Varhan, by Gonzalo Rodas

Occupation: College Student at Duke University Majoring in History
Gender: Male
Age: 18
Location: North Carolina
Quote: "You miss 100% of the shots you don't take."
Goals: Become better organized so he can stay on top of everything going on in school.
Needs: A way to be able to check all of his emails, assignments, etc from his university.

Robert was born in Virginia where he grew up in a loving household raised by two parents. Growing up, he loved learning history. During high school, Robert was very organized and finished top of his class. He is now studying for a Bachelors in History at Duke University, but the transition hasn't been as easy as he anticipated. He hopes to maintain his success from high school and graduate top of his class, but is having trouble getting organized due to the amount of work and emails he is getting from all of his classes. To help him with this, he is looking for an app where he can connect and organize all of the universities communication services.