Sarah Jones (By Hayley)

age: 18-20

residence: Columbia, SC

education: Currently pursuing Bachelor Degree in Business

occupation: College Student

marital status: Single

"Work hard, play hard, and don't forget to live in the moment"

Ava is a college student at the University of South Carolina. When she's not in class she's involved with her business club and social sorority on campus, and spends a lot of time hanging out with her group of friends. She enjoys going out occasionally during the week and on the weekends. She's currently single and is always looking to expand her network.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Needs to feel like she's able to stay connected with her large network of friends and be up to date on events occurring on campus.

Needs

- A way to connect with network of friends
- Security features to help validate legitimacy of events/hosts
- A calendar to help her visualize when events are so that she can more easily fit them into her schedule

Wants

- Simple and easy to use design
- A way to see events that are accessible to people within her sorority/organization/etc.
- See live ratings of events as they are happening so she doesn't have to waste money getting to events that she wouldn't necessarily enjoy

Values

- Ability to plan
- Having information at her fingertips
- Connecting with friends

Fears

- Fears that she may end up missing out on social events
- Worries about staying safe while going out at night

MOBILITY LABS