

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

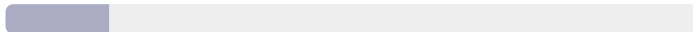
INTERNET



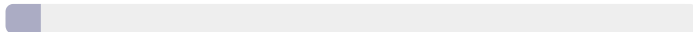
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

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

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

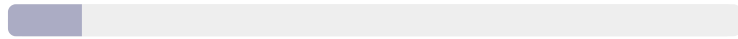


"Life is like a jar of peppers. What you do today can burn your butt tomorrow".

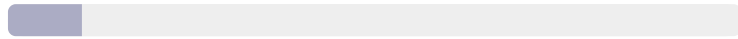
Likes to study, workout, and hang out with friends.

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



MOBILE APPS



SOCIAL NETWORK



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