

# 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