

## Lisa

age: 20  
residence: University of South Carolina  
education: Junior in college  
occupation: Engineering Internship  
marital status: single



*A quote from to help define their voice and personality.*

Lisa is a great student and a great athlete. She enjoys her long walks to class and prefers to eat healthy. She also plays club volleyball for the school. She is very social and competitive

### Comfort With Technology

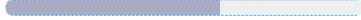
#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Dining halls server healthier food therefore increasing the campus life better.

### Needs

- \* Dining halls to serve better food
- \* Workout partners

### Wants

- \* To win every game
- \* To play volleyball everyday
- \* to study in groups because she is social

### Values

- \* Values her health
- \* Values her excersize

### Fears

- Fears are the things that keep him or her up at night
- This might be something like failure
- But might also have to do with real fear

## Kobe

age: 19  
residence: Columbia  
education: Highschool diploma  
occupation: N/A  
marital status: Girl Friend



*A quote from to help define their voice and personality.*

Kobe is a home body. He likes to spend time in his dorm or hanging out with his girl friend. He goes out with friends from time to time. But he is also lazy when it comes to things.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Kobe has to go to class at 8:30 every morning at UsOfc But he is often late because the bus schedule is unreliable thus making his experience at usofc worse. He has to miss the bus sometimes walking 30 minutes to his first class.

### Needs

- \* A trusty bus schedule
- \* To manage his time better

### Wants

- \* To sleep in more
- \* Spend more time with his girl

### Values

- \* Value his GF

### Fears

- \* Bad grades

# John

age: 21  
residence: University of South Carolina  
education: Senior in college  
occupation: Business major  
marital status: single



*A quote from to help define their voice and personality.*

John loves everything about his school. He has always been a huge fan of the college since a kid. He is a hardcore fan that goes to about every sport event and is always there to support

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Attend every game making his experience better.  
He is a senior he knows how to get around. He loves everything about the campus

## Needs

- \* Other hardcore friends
- \* Attention at games

## Wants

- \* Go to games with his friends
- \* Stick to the games theme

## Values

- \* living life in the moment
- \* His freedom from school

## Fears

- \* Getting kicked out of school because of his grades
- \* Blackout drunk