



Carol, the Working Student

{MVP Addresses}

Age Range: 18-26

Profile: Carol is a student at a University and she is studying to earn her Bachelor's degree. She is also unsure of her major and may change it after discovering her passion. Although she likes her university, she may transfer schools if she can transfer credits and if the other university is cheaper. Her day-to-day activities include schoolwork, extracurricular activities, and spending time with friends and family. Her top concerns include funding her education and earning good grades.

Responsibilities: Carol's main responsibilities include studying, schoolwork, extracurricular activities, and funding her education.

Pain Points: Funding her education will be a significant challenge, especially with the increasing costs of education. Finding the right program or university may be a challenge. If she decides to transfer then the process of transferring pose challenges, especially if some credits do not transfer.

Key Drivers/Motivation: Her main motivation is to graduate with good grades so that she can kickstart her career.

Validations: Considers other people's validation as confirmation to make a decision. Seriously considers friends and family member's input when making a decision.



Dan, the High School Student

{MVP Addresses}

Age Range: 10-19

Profile: Dan is a student at a High School. He is planning on entering into a good University but is ultimately undecided on what he wants to study in University. His day-to-day activities include schoolwork, extracurricular activities like sports, and spending time with friends and family. His top concerns include funding his future education, earning good grades, and doing well in his extracurricular activities.

Responsibilities: Dan's main responsibilities include studying, schoolwork, extracurricular activities, and funding his future education.

Pain Points: Funding his future education can be challenging, especially with the increasing costs of education. Finding the right program or university may also be a challenge.

Key Drivers/Motivation: His main motivation is to graduate High School with good grades so that she can get accepted into a program or University that suits him.

Validations: Considers other people's validation as confirmation to make a decision. Seriously considers friends and family member's input when making a decision.



Wendy, the Graduate Worker

{MVP Addresses}

Age Range: 30s-40s

Profile: Wendy has a career and is working in a successful career. She has already completed her Bachelor's degree and Master's degree. She has finished her schooling but it still looking to learn and grow. Her career can be stressful at times but she gains satisfaction in her hard work and the value she adds to her company. She feels fulfilled at her current job. After work she focuses on spending time with her friends and family. She sometimes makes plans to participate in her community to help others.

Responsibilities: Wendy's main responsibilities include working and advancing her career.

Pain Points: Her biggest challenges with be performing well at work so that she is successful and managing a balance between work and life.

Key Drivers/Motivation: Her main motivation is to stay healthy and continue to further her career.

Validations: Considers other people's opinions but ultimately makes her own decisions. She will consider coworkers, friends, and family member's input when making a decision.



Negative Nancy, the Retired Worker {Stretch Goal Addresses}

Age Range: 60+

Profile: Nancy is a retired worker who has left the workforce and is trying to enjoy her retirement. She does not have a lot of experience with technology growing up but uses it daily. She sometimes gets frustrated by some user interfaces.

Responsibilities: Carol's main responsibilities include spending time with family and friends.

Pain Points: Her biggest pain points are trying to find extra funds outside of her budget to travel and vacation. She gets frustrated when UI does not work a certain way and is more likely to try to deactivate or delete her account.

Key Drivers/Motivation: Her main motivation is to spend time with friends, family, and travel.

Validations: Does not need confirmation from others when making a decision. Once she has made a decision it may be more difficult to convince her to change her mind.