

Norma Jenkins

age: 57

residence: Columbia, South Carolina

education: PhD in Mathematics

occupation: Calculus Professor at the University of South Carolina

marital status: Single



"No late work!"

Wakes up at 6:00 am each day, commutes to campus from her downtown apartment, and gets a coffee from The Corner Blend. Spends the majority of her day teaching in class. She is the leader of the campus bridge club. Spends the evenings grading tests with her 2 cats while sipping a glass of red wine.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Morning coffee

A reason to yell at a student

A good night's sleep

Needs

- Her cats
- Her morning coffee
- At least 12 hours of sleep per night

Wants

- A boyfriend
- More cats
- Silence
- To find an available space to host her bridge club

Values

- Work turned in on time
- A good bridge player
- Her cats

Fears

- Her cats dying
- Dying alone
- Dying without anyone remembering her