

Josiah Jackson by Kyle

age: 20

residence: South Carolina

education: College

occupation: Student

marital status: Single



"All day, all night. As long as I'm here we don't stop"

I try and stay active between sports and partying on weekends. As a college student I live on a tight budget, I try and make ends meet however I can. My favorite foods are ramen, wish sandwiches, and rubber biscuits.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Have a fun and active life without letting small things get in the way.

Needs

- Developing a healthy work-life balance
- Pursuing his hobbies and interests while also prioritizing his academic and career goal

Values


- Independence
- Personal growth
- Enjoyment


Wants

- Maintaining a social life while also achieving academic success
- Learning to manage his finances effectively despite being on a tight budget

Fears

- Fear of not being able to afford basic necessities such as food, rent, and bills, which could impact his ability to focus on his studies and social life.
- Fear of failing his classes or not performing well academically, which could impact his future career prospects and financial stability.





Jackson Beavers – Will Tate

Age

19

Location

Clemson, SC

Education

Undergraduate

Occupation

Student

Bio

Jackson is an avid healthy lifestyle advocate, and he is often seen running two miles on the treadmill at his off-campus gym. He hates having to keep track of all his meals and purchases at the grocery store.

"If I had a way to keep track of my purchases and healthy meals, I would be able to stay on track."

Goals

To maintain a high GPA  
To keep his spending under \$200 every two weeks, as that is his allowance

Frustration

Being overweight  
Having to keep up with all his purchases  
Having to pay his friends back instead of spending his own money that he saves

Personal Traits

Passion

Motivation

Introvert

Learning

Values

To have a 12 minute time on his 2 mile run  
To maintain a healthy lifestyle

Aspirations

To be a high level engineer  
To run a marathon

Social Channel

Youtube,Tiktok,Instagram

Stephanie Levine, by Alana Mireles


age: 26

residence: Sacramento, CA

education: BS Computer Science

occupation: Game Developer

marital status: Engaged



"Live, Laugh, Love Games!"

Stephanie is a game developer who is self-driven and confident in her work. She loves what she does and proving to the world that women are just as successful in game development as men. Outside of her work, Stephanie loves hanging out with her friends and family, going out with her fiancé, and going out shopping with her friends.

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Criteria For Success:

Stephanie needs support from her friends and family as her main criteria for success.

Needs

- Starbucks, or any coffee at least once a day
- Specific kinds of snacks or sugar because she has low blood sugar

Values

- Her family and friends
- Treating everyone in the office as equals

Wants

- To buy a house with her fiancé after they get married
- Better spending habits, she tends to overspend sometimes
- To adopt a dog from an animal shelter

Fears

- Her low blood sugar will overtake her ability to be able to work
- Overspending on an unnecessary shopping trip
- Letting her parents down for everything they've sacrificed for her to succeed

Jacob Crowe


age: 18

residence: West Columbia, SC

education: Undergraduate

occupation: Student

marital status: Single



"I'll get it done"

I like to work, around the house or at my job. I also like to grill, usually barbecue or wings.

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Criteria For Success:

Stay busy, but with meaningful tasks. Have enough to make ends meet.

Needs

- Ability to work on my own and have support from coworkers and classmates

Values

- Getting things done in a timely manner.
- Working diligently to finish the task

Wants

- A mildly busy space where there is background noise to work, I can't focus in a quiet place.
- Being able to keep time available for social events and relationships.

Fears

- Not passing classes.
- Missing out on the fun things in life
- Getting caught up in work too much outside of the time I have set aside for it.

