

# Yutai Yang

age: 20

residence: Shan Xi, Xian, China

education: High School Diploma

occupation: Student

marital status: Single



*"I enjoy fitness and basketball"*

Take online lessons at home every day and go out for exercise in spare time.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Good grades

High salary

A happy family

## Needs

- Practice English
- Have a reasonable fitness plan
- Keep early hours
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## Wants

- Get a good grade
- Cultivate a good way to keep fit

## Values

- Friendship
- Enthusiastic
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## Fears

- Getting fat
- Get an F in class
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# Joshua Oakenshield

age: 27

residence: Columbia, SC

education: BSE in Business Management

occupation: Manager of Regal Entertainment Group

marital status: Married with two kids



*"I want to be able to eat freely with my food allergies"*

Often hangs out with friends when he has the time, cares for his children everyday, and attends graduate school at the University of South Carolina

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Focus on both education and caring for his children without distractions

Have a clear and open mind when completing tasks

Eat healthy and exercise often

## Needs

- Menu needs to have ingredients listed for each item on every dining hall at the campus due to his nut allergy
- Quick and easy way to get food and still get a good education with great grades

## Values

- Free time
- Friends
- Family
- Intelligent

## Wants

- To be able to eat healthy foods that go along with his lack of nut diet
- To get an MBA
- To meet more people while obtaining an education
- To exercise and stay fit

## Fears

- Not succeeding in life
- Losing his family
- Having an allergic reaction



# Daniel Miller

age: 18

residence: Falls Church VA

education: High School Diploma

occupation: Student

marital status: Single



*"Life moves pretty fast. If you don't stop and look around once in a while, you could miss it." – Ferris Bueller*

A combination of studying, working, and hanging out with friends

## Comfort With Technology

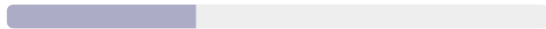
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Accomplishing clear set goals

## Needs

- I need to work with people that I feel comfortable with
- I need to have support and clear instructions

## Wants

- To work with people who I get along with
- To have a sense of control in the process

## Values

- Self discipline
- Kindness
- Working Hard

## Fears

- Getting to far behind and getting injured



# Christopher Anderson

age: 19

residence: Toulouse, FR

education: High School Diploma

occupation: Student

marital status: Single



*"I enjoy working out and staying healthy"*

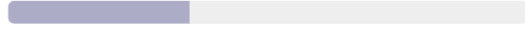
Spends days in class and playing video games in his downtime

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Exercise
- A healthy diet
- A better way to manage time and places to eat

## Values

- Doing well in school
- Healthy habits
- Friendship

## Criteria For Success:

Good grades

A healthy life

Ability to focus on education with no distractions

"The amount of time I spend worrying about my diet on campus prevents me from doing other things that are more important to me."

## Wants

- Easy ways to find healthy food around campus
- Success in school

## Fears

- Not being able to remain healthy
- Failing classes
- Not being able to spend time with friends