

Tiffany Tipping by Edy McGoldrick

age: 18

residence: Tucson, Arizona

education: College Freshman

occupation: Ebay Jewelry Storefront Seller

marital status: Single



I can't wait to try all new experiences in college!

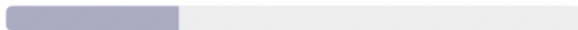
Tiffany was a very reserved and quiet person in high school, she wasn't involved in a lot and never went out with friends. She is moving far away from her home in Tucson to go to the University of Alabama and is super excited to experience all new things.

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Criteria For Success:

To experience all aspects of college and break out of the introverted shell she was stuck in during her high school years.

Needs

- Reliability
- Accountability
- Accessibility

Values

- Staying safe
- Having fun

Wants

- Find a new group of friends
- Go out as much as possible
- Experience the whole "college experience"

Fears

- College might be too much of a change
- Getting herself into trouble when drinking because she doesn't know her limit yet

Sarah by Julia Grove

age: 21

residence: Columbia, SC

education: College Student

occupation: Interning

marital status: Single



School comes first!

Sarah spends her days studying and going to class, and always prioritizes school. As long as all of her school work is done she enjoys going out on the weekends. Safety is always her biggest concern when she's out with her friends. Sarah is the mature one of the friend group and makes sure everyone makes it home okay after a night out.

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SOCIAL NETWORK



Criteria For Success:

Good Grades

Good time management

Needs

- To maintain a good GPA
- To never fall behind in school

Values

- Making sure everyone is home safe
- Quality Time with friends

Wants

- To have a good time with her friends
- To have free time on the weekends

Fears

- Embarrassing herself after a night out
- Getting too drunk

Brant Cusack by Brooks Slaski

age: 30

residence: Tampa Bay, Florida

education: Trade School

occupation: Mechanic

marital status: Single



Alcohol is becoming a problem in my life!

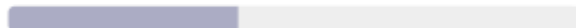
Brant lives in an apartment by himself. Throughout the work week, he focuses on his job but occasionally goes to bars by himself waking up hungover for work. When the weekend comes around, he enjoys going out with friends to bars with the intention of finding a partner, but he believes he gets too drunk to succeed.

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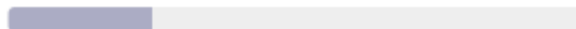
INTERNET



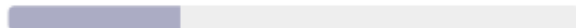
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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To limit his drinking so he performs better at work and so that he will be more likely to find a significant other.

Needs

- To not get fired from his job
- To limit his drinking habits

Values

- Having fun with friends
- Doing well at his job

Wants

- Get a promotion
- Find a significant other
- Something easy to use to help limit his drinking

Fears

- Embarrassing himself at a bar
- Being too drunk to socialize with potential partners
- Being hungover so much at work that he gets fired.



David by Justin Wright

age: 22

residence: Charleston, South Carolina

education: Bachelor

occupation: Internship

marital status: Single without kids



Looking to try new Things

David spent most of his college career not going out and studying but now since he graduated want to start going out but also be safe.

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SOCIAL NETWORK



Criteria For Success:

It important to have a good work/life balance but when having fun making sure that him and his friends are safe.

Needs

- Reliable
- Easy to Navigate

Wants

- To have fun with is friends but be safe
- Trying new Drinks
- Going to new places

Values

- Fun but safe
- Meeting new people
- Trying new experiance

Fears

- Getting seperated from his friends
- Not knowing what to order
- Not knowing his limit



John Parker By Amaya Osman

age: 55

residence: New York City, New York

education: M.B.A

occupation: Business Manager

marital status: Divorced; 2 kids



Finding a balance in life

John has always struggled to find a balance in life: He either has been dedicated to his job, his family, or other various aspects. Juggling all of these tasks at once, he quickly turned to alcohol for coping and is on the track to learning moderation.

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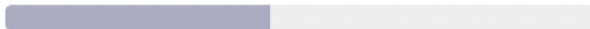
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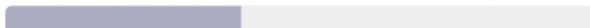
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SOCIAL NETWORK



Criteria For Success:

It is important for John to learn how to cope with the difficulties of life in a healthy way without overdoing or abusing anything.

Needs

- Safety
- Managing drinking and life

Values

- Maintaining balance
- Reliability

Wants

- To be able to handle drinking
- Learn moderation

Fears

- Going to slip up
- Overdo drinking
- Disappoint his family