

## Emily Hillson



"Love helping people"

**Age:** 19

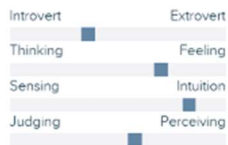
**Work:** College Student

**Family:** Single

**Residency:** Orange, California

**Character:** Positive

### Personality



### Biggest challenge

- Time management
- Depression
- Social Problem
- Getting to classes on the time
- Choosing a major

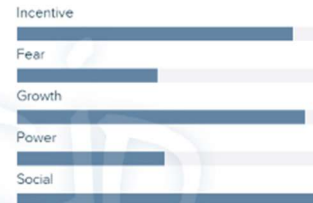
### Favorite companies

- Amazon
- Google
- Facebook
- Apple

### Bio

Emily is a college student at Chapman University, California. She is working towards becoming a Physical Therapist Assistant and who will be graduating in May of 2021. Emily has spent many hours observing in various physical therapy clinics near her town so she could get a better idea of what she could be looking forward to in her future. When she is not participating at school, Emily enjoys spending her time writing as it is a dream of her to one day be published. She also spends a great deal of time helping her grandmother who is unable to move around as well as she once used to due to various illnesses.

### Motivation



### Preferred Channels



### Criteria for success

Be responsible and active, stay in control of your life, never miss classes, and don't fall behind in your studies.

### Values

- meaningful work
- Influence others

### Fears

- She fears that she will miss her classes. Her classes are far from where she live so it takes so long for her to get to classes on time.

## L. M Mcgee by Devin Osbey



"dang, that is due tomorrow."

**Age:** 18-19

**Work:** college

**Location:** Columbia, SC

**Character:** College student

### values

- Time to himself
- Time with friends

### Personality

Introvert ☐ Extrovert ☐

### Needs

- Make it to class or other scheduled events on time.
- Become an efficient time manager

### Fears

- Backed up traffic.
- Schedule conflicts.
- Unknown or forgotten deadlines
- inadequate sleep schedule

### Bio

A freshman with in-person classes that are far from his dorm. Struggles with time management because like a lot of other freshman, his schedule has been mandated by a public school or guardian. He continues to show up to class late or barely on time. He also tends to struggle with keeping up with deadlines.

### Wants

to be able to manage

- Friends and family
- School work
- Alone time

### Brands & Influencers

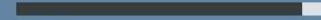


### Preferred Channels

Traditional Ads



Online & Social Media



Referral



# Mark Jones



"A quotation that captures this user's personality."

**Age:** 22

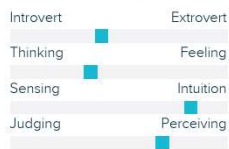
**Work:** Full time student

**Family:** single

**Location:** Wichita, Kansas

**Character:** Archetype

## Personality



Focused intelligent social butterfly

## Goals

- Get a college degree.
- have lifelong friends.
- explore the world.

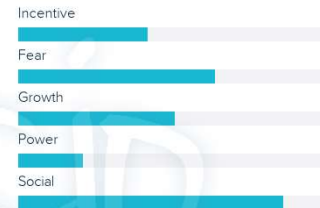
## Frustrations

- Poor time management.
- night owl.
- hard to stay focused.

## Bio

Mark Jones's goals are to get a college degree and get a job that will help him travel the world. He has two parents and one sibling. Mark also have poor time management which makes him late to class often. Another trait mark has is that he is a night owl. Meaning that he will stay up late even if mark has a early class in the morning.

## Motivation



## influences on Mark



## Preferred Channels



# Danny Phantom

age: 22

residence: 1230 Pendleton street, Columbia, SC

education: Bachelors

occupation: software engineer

marital status: single



*"Everything negative - pressure, challenges - is all an opportunity for me to rise."*

Danny loves the sport of soccer. He is a die heart soccer fan. He is very good at playing soccer and tries to excels in everything he does. He is very passionate about his job and loves computers

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Learn from your mistakes and rise up and redeem yourself.

## Needs

- - New desktop for work
- - Self- Confidence so I can do my best in everything I do.

## Values

- - Christianity and my devotion to it.
- - Always help others to do their best and don't wish hate on others.

## Wants

- - Gaming Desktop so playing games will be easier
- - New headphones.

## Fears

- - clowns
- - heights