

Grace

By Kelsey Fishbein

age: 16

residence: Columbia SC

education: High School

occupation: Chik fil a

marital status: Single



"Lets go explore something new!"

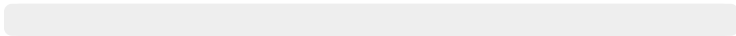
Grace is a Sophomore in high school who spends her time working and going to school. In her free time Grace hangs out with her friends, but they can never figure out fun things to do.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Grace wants new things to do with her friends when they are feeling spontaneous.

Needs

- Ideas of local things to do with friends
- Directions and pricing information
- Accessible activities to stay occupied

Values

- Spontaneity
- Fun
- Friendship
- Convenience

Wants

- Interaction with friends
- Easy sharing opportunities
- Variety of options to choose from

Fears

- Boredom
- Doing the same thing all the time