

Marcus Potter

age: 19

residence: South Carolina, On Campus

education: High School

occupation: Full-Time Pre-Med Student, Part-Time Cashier

marital status: Single



Time spent learning is time well spent.

Marcus is a undergraduate sophomore studying Biology at USC. He is very busly fulfilling his major requirements and working his part time job on top of of studying for the MCAT so he can get into a good medical school. Marcus is mostly on top of his textbooks, but often feels overwhelmed at the beginning of the year when his classes start teaching material before he can access everything he needs. He prefers physical textbooks to digital but has trouble finding the time to pick up his textbooks from the book store.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Marcus wants to be on top of all his responsibilities and does his best when not under time pressure. He feels most successful when there are as few roadblocks as possible to his studying.

Needs

- Quick and simple interface
- Textbook shipping service
- Pre-order textbook feature

Values

- Efficiency of time and money
- Intuitive app design

Wants

- Find required materials
- Automatic purchasing of required textbooks
- Return used textbooks

Fears

- Fears he will not have enough time to study
- Fears he will lose his job if he cannot keep enough hours
- Fears he won't be able to keep on top of daily responsibilities like laundry, groceries, etc

Savanna Lilac

age: 43

residence: Columbia SC, Off Campus

education: Undergraduate

occupation: Grad Student, Full-Time Intern, Part-Time TA

marital status: Single



Knowledge is power.

Throughout her time as a student, Savanna has always been frustrated by the high cost of textbooks. Even though Savanna would love nothing more than to commit to her studies, she often would have to pick and choose which textbooks she could buy for the semester, leaving her behind her peers. As a graduate student, she has multiple jobs on top of her studies to afford tuition, rent and groceries, but still struggles to buy all the textbooks she needs. Savanna is hoping for a much more affordable textbook distribution program than the university currently has.

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Criteria For Success:

Savanna needs a more affordable way to access all the textbooks she needs so that she can get a good quality education.

Needs

- Rent textbooks for a lower price
- Match price if user can find cheaper textbooks elsewhere
- Buy used textbooks

Values

- Affordable education
- Hard work and perseverance
- Sustainability

Wants

- Social platform to exchange textbooks with other students.
- Buy digital textbooks for a lower price
- Search the web for cheaper textbooks

Fears

- Fears she will have to drop out of college for financial reasons
- Fears she will fail her classes without the required materials
- Fears she won't be able to pay off her student debt

Undyne Waters

age: 21

residence: Columbia SC, Off-Campus

education: High School

occupation: Undergrad Student

marital status: Dating



An ounce of prevention is worth a pound of cure.

Undyne is a hard-core environmentalist activist. They spend most of their weekends planning and campaigning for a more sustainable future, especially at the university. They also lead a student organization called Save our Planet, focused on raising awareness about environmental issues and teaching students how they can do their part in reducing pollution. Undyne would love nothing more than to reduce waste produced by the university's textbook sales.

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Criteria For Success:

Undyne wants to reduce paper use by the university, with a focus on the reducing, reusing, and recycling textbooks.

Needs

- Purchase digital textbooks
- Purchase used textbooks
- Return used textbooks for reselling

Values

- Sustainability and environmental consciousness
- Education
- Advocacy

Wants

- Social platform with other students to sell or buy used textbooks
- Low-carbon shipping option
- Informational pop-up on sustainability options

Fears

- Fears long-term impacts of wasteful practices
- Fears lackluster efforts towards sustainability by big organizations
- Fears inaccessibility of sustainability for lower-income demographics