

## Reagan Mae by Ayden Mathews

age: 19

residence: Columbia, South Carolina

education: Pursuing a Bachelor's in Education

occupation: Hooters Waitress

marital status: Single with 2 kids (twins)



### "Slaying the day away"

Reagan loves her kids. She generally finds herself rushing out of her apartment to get to class on time while taking care of her kids. She is a hard-working single parent, trying to become the best second grade teacher.

#### Comfort With Technology

##### INTERNET



##### SOFTWARE



##### MOBILE APPS



##### SOCIAL NETWORK



#### Criteria For Success:

Reagan loves her kids and teaching. To feel successful, she needs to become the best teacher she can be for her kids and students.

#### Needs

- Needs a safe route for her and her kids to get to class places
- Needs to class on time
- Tracker to shares location to friends

#### Wants

- Maps that have voice directions and make it easier while dealing with her kids -

#### Values

- Her kids
- Quality Apps
- High safety
- Having exactly what she needs all in one place

#### Fears

- Reagan fears endangering her kids.
- She also has an anxiety disorder, a condition with exaggerated tension, worrying, and nervousness about daily life events that can affect her future.

# Daniel Smith, by Laura Nolan

age: 19  
residence: Columbia, SC  
education: Pursing a Bachelor's of Computer Science  
occupation: Software Development Intern  
marital status: Single



*"Take the road less traveled"*

Daniel likes learning more about software development and going on hikes

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Academic and professional validation (good grades and good performance at work)  
Recognition from superiors  
Good income

## Needs

- To know all the possible walking routes in order to pick the most efficient one
- To arrive to class on time every day

## Wants

- To have the option to take the scenic routes while walking

## Values

- Punctuality
- Nature

## Fears

- Tardiness
- Walking in unsafe areas

# Emily Smith- Kennedy Marren

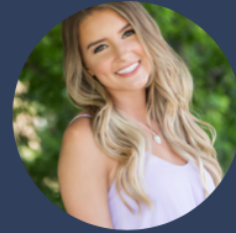
age: 19

residence: Columbia, SC

education: Pursuing a Bachelors in Nursing

occupation: Waitress at Cantina 76

marital status: Single



## John 3:16

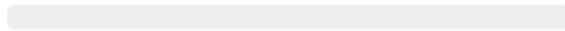
Emily is an active member in Tri Delta at UofSC and spends her time waitressing, studying, taking exercise classes, and getting coffee with friends.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

A plan for each day and an understanding of what she needs to do to succeed in school.

### Needs

- A strong support system
- Affirmation from her professors
- A comfortable suburban life

### Values

- Friendships and family
- Hard work
- Serving underprivileged youth

### Wants

- To become president of Tri Delta
- Get a boyfriend in Delta Tau Delta
- Perfect her homemade latte

### Fears

- Failure
- Not getting into Upper Division Nursing
- Letting her parents down

# Allan Potter, by Ava Patel

age: 40-50

residence: Virginia

education: High School

occupation: Student, went back to school to get a BA in Business

marital status: Widowed

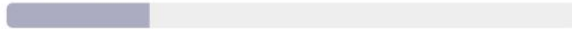


*"My dead wife always wanted me to go back to school and make more money.  
Now that she is dead it is what I am doing."*

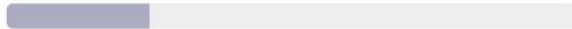
Allan Potter likes to spend his days at his wife's grave, cleaning it and replacing flowers daily. He cooks all of her favorite foods and eats them on her side of the bed.

## Comfort With Technology

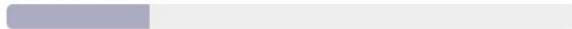
### INTERNET



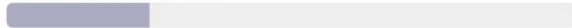
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Allan Potter is very lonely and old school, for him to feel successful, he has to dress for success. He lives by the "look good, feel good" mantra.

## Needs

- Technical help, he is not tech savy at all
- Gluten free food options, he has celiacs.

## Values

- Planning
- Punctuality
- Preparedness
- God

## Wants

- - His wife
- - Nice car
- - Nice

## Fears

- Scary movies
- Thinking about his late wife's last day
- Hair brushes
- Clownfish

# Jeremy Cowen - by Raymond Konarski

age: 19

residence: Florida

education: Attending Higher Education - Geological Sciences

occupation: Student

marital status: Single



*"I'm ten minutes early again."*

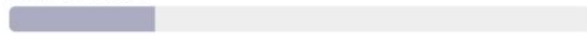
Jeremy is a very driven student. He makes sure to attend every class and lecture, and always asks questions in class.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Degree

## Values

- Punctuality
- Curiosity
- Wisdom

## Criteria For Success:

What's needed in order to make him or her feel successful.

## Wants

- To learn
- Get good GPA
- Get good internships

## Fears

- Being made a fool of
- Failing college