

Samuel Hyde

age: 21

residence: Columbia, SC

education: High School

occupation: Full Time Student

marital status: Single



"Chill, I'm bulking"

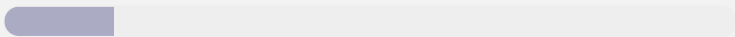
Failing sports medicine major. Suffers pre-workout induced arrhythmia. Has not seen the inside of Strom Thurmond.

Comfort With Technology

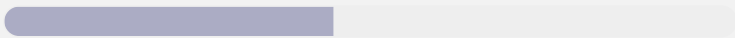
INTERNET



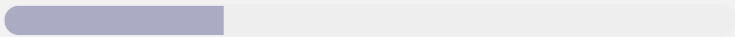
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A simple app that allows him to manage his time more effectively

Needs

- Functional, user-friendly interface
- Data that updates in real-time

Values

- Privacy
- Reliability
- Accuracy

Wants

- Information on a per-restaurant basis
- No user login required

Fears

- Waiting in line at Russel House
- Data collection, location tracking