James Doe

age: 25
residence: Cayce, SC
education: Master's Degree
occupation: Software Engineer / Networking Engineer
marital status: Single

The betterment of the technological world surrounding me is my future.

Loves computers and spends most of the day behind one. Goes on runs by the river daily. Plays video games

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Output creative projects that improve software and networking

Innovative ideas

Celebration

Completion of UofSC's updated registration website

Needs

- Network Access
- Security Access
- Hardware to create software
- Collaboration

Wants

- Better UI
- Easier Access
- Streamlined Registration Process

Values

- Kind
- Hardworking
- Respectful
- Dedication

Fears

- Stress
- Unfinished projects
- Team incompatibilities
- Laziness

COMPANY

John Doe

age: 20

residence: State, city, or even neighborhood

education: Some college

occupation: College Student

marital status: Married, single, with kids, without

A quote from to help define their voice and personality.

John Doe is beginning college. He needs to register for classes to begin the new semester.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

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

Needs

- Register for classes.
- Reduce lagging.
- User friendly website

Wants

- Visually appealing site

Values

- Consistency
-

Fears

- Website crashing before class registration submission.
- Meeting the deadline for class registration.

MOBILITY LABS