

# Julia Massi, by Anna Michelitch

age: 18

residence: Fairfax County, Virginia

education: Freshman at UofSC in the Honors College

occupation: Part-time Starbucks barista

marital status: Single



*"This song gets me so hyped!"*

Julia is planning to major in chemistry and minor in business. She has to balance a heavy work load with time for socializing and self care. On a typical day, she wakes up at 9 to make coffee and get to class by 10. Her classes don't normally end until around 2-3pm, and she only has twenty minutes in between each of her classes. Usually she tends to skip lunch or grab something quick to eat like fast food. She usually goes to grab dinner with her friends around 7pm. Julia spends a lot of time studying and doing homework, and twice a week she has chapter meetings with her sorority. On weekdays she usually goes to bed at midnight and on the weekends, she likes to go out with her friends and stay up late.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Julia will feel her best when she feels as if she's organized and in control of her schedule. She is constantly stressed out about balancing all of her priorities and she finds herself constantly running out of energy.

## Needs

- To begin eating breakfast
- Guidance on how to begin making healthier choices
- To incorporate more exercise into her routine
- An easy way to schedule her time

## Values

- Organization and time management
- Doing well in school
- Being able to spend quality time with her friends
- Having free time

## Wants

- A workout routine that she can easily follow
- A convenient way to track the food she eats
- An app that's easy to use
- Suggestions based on whatever dining hall is closest

## Fears

- Gaining the Freshman 15
- Being late
- Missing a class
- Failing a test



# Billy Bob By:Matthew Maloney

age: 18

residence: Columbia, SC

education: Freshman at USC

occupation: Full Time Student

marital status: Single



*"Fit is my middle name"*

Billy Bob is studying to be a exercise science major but is very involved in his health and fitness.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Be able to take values he has learned throughout his life and apply them to his career path.

## Needs

- -A better and more convenient way to stay on top of eating and working out

## Values

- Being able to hang out with friends
- Planning ahead
- Having a healthy life

## Wants

- Become a power lifter
- Ability to compete in lifting competitions
- Teach others about his lifestyle

## Fears

- Not able to balance school with life
- Overextending too much in fitness and losing track of what is really important in his life.



# Janorris Norris

age: 20

residence: Columbia, SC

education: Earned a high school diploma

occupation: Student, half-time plumber

marital status: Single

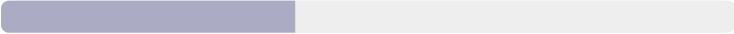


*"I will always drink lemonade while working" -made by William Manning*

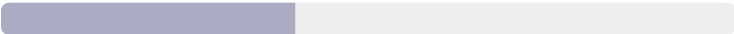
Waking up early in the morning to get a fresh start each day.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

People around him who support him.

## Needs

- Find somewhere healthy to eat
- Needs to workout and change diet
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## Values

- Time management
- Organization
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## Wants

- Enjoys exploring new things often
- A nice body
- Weight loss

## Fears

- Failure to please others
- Not being reliable or trustworthy.
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